

## Move to Equalize Taxes Starts Here

### Hitch Over New Name For Sierra Madre Avenue As Old Central Fades Out

Hoover, Baldwin Estate And Arcadia Like Hastings Road As Highway Title

CENTRAL AVENUE in Sierra Madre officially passed out of existence Wednesday evening with final adoption of an ordinance by the City Council changing the name of the city's principal highway to Sierra Madre Boulevard. Under this designation the thoroughfare extends through Sierra Madre, the Hastings ranch, East Pasadena and San Marino to San Marino junction, where it intersects Huntington Drive.

The new telephone book, just out of the SIERRA MADRE NEWS printery and which is now being distributed to local subscribers lists all residents and business houses located on the former Central avenue under the new street designation.

East of Baldwin avenue the new street is East Sierra Madre Boulevard and everything west of it is West Sierra Madre Boulevard.

Opposition having developed to the assignment of the name "Michillinda Boulevard" to the present Sierra Madre avenue, at the city's westerly boundary, Council delayed final action on

the ordinance providing for this change. It had already passed first reading.

Herbert Hoover Jr., a Sierra Madre property owner, appeared before the Council to say that a canvass showed the owners on 75 per cent of the frontage on the present Sierra Madre avenue opposed to the name of Michillinda Boulevard.

"It does not fit into the local history, tradition and surroundings," said Mr. Hoover, "because it is a combination of the names of three eastern states—Michigan, Illinois and Indiana. It is easily possible to secure a more euphonious title that will have more significance."

He said there was no particular name that he was interested in, but that any one of several suggestions he had heard would seem to be more acceptable than Michillinda. Manager Kniseley of the Baldwin estate, he said, had suggested Hastings Road, since he understood Sierra Madre was disposed to honor Charles Hastings, owner of the Hastings ranch, in appreciation of his having given a right of way for the extension of the new Sierra Madre Boulevard through his extensive property.

"Hastings avenue or Hastings street, or boulevard, would be all right," broke in Mayor Reavis, "but it ought not to be called a road, I should think."

Mr. Hoover was accompanied to the Council meeting by Grant Corby, a member of the Arcadia Council and of its planning commission. Neither of these bodies had been consulted respecting a name, Hoover said, although the street affected extended for a considerable distance through that city.

Mayor Reavis explained that both the Sierra Madre Planning Commission and the Council had considered the suggestion of Michillinda boulevard because the Regional Planning Commission had suggested the continuation of the present Michillinda boulevard beginning south of Foothill boulevard, evidently with the idea of preventing confusion as far as possible in street names and aiming at a direct thoroughfare that "went somewhere and meant something."

"I'd suggest that word be gotten to the Supervisors as quickly as possible and that they be advised of the opposition that has developed said the Mayor, "for the thoroughfare from Foothill boulevard to our southern boundary is in county territory and if it is given the name Michillinda Boulevard there will be nothing for this Council to do but accept it."

At this point Mrs. Sally Osgood, Prof. Oskar Seiling, J. N. Hawks and Dr. J. L. Woehler of the local planning commission appeared. Mrs. Osgood said Mr. Melien of the regional planning commission was expected and a few minutes later he arrived.

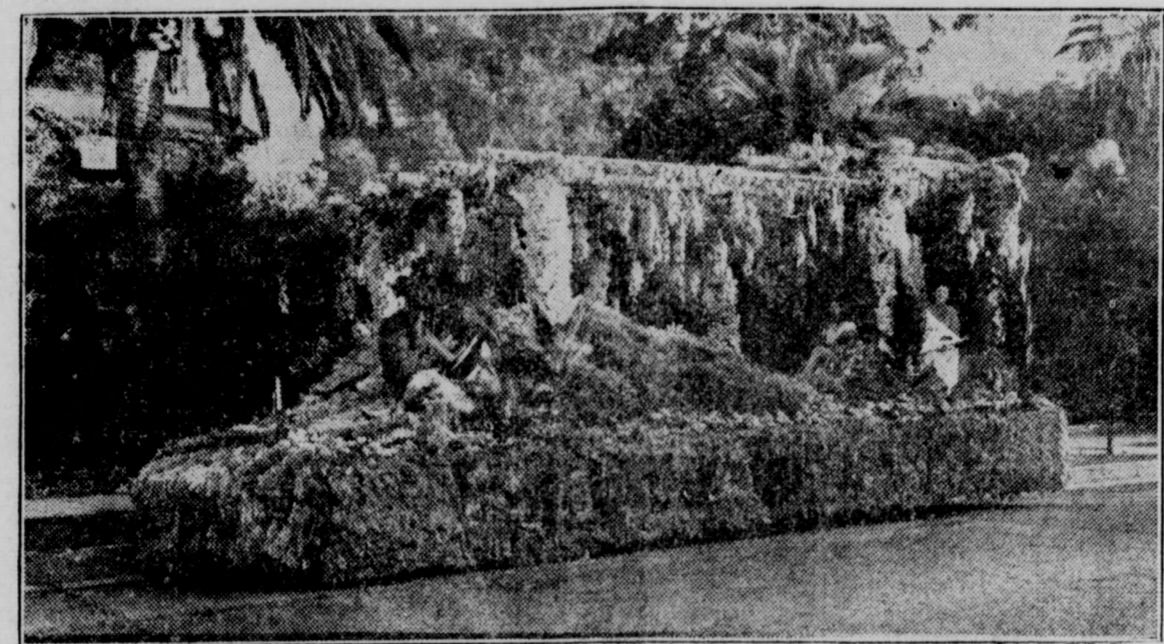
The Planning Commission, Mr. Hoover, Mr. Corby and Mr. Melien went into conference. At the end of an hour they said Hastings Road was the title apparently most favored, but that a conference would be held with Arcadia officials and the regional planning commission would be consulted before any action is taken.

### Reconditioning Of Local Trails Put On Winter Program

Plans for a winter work program conducted by the County Forestry Department were disclosed in Pasadena last Tuesday by R. W. Percy, County Forester in charge of the Arroyo Seco division.

Sierra Madre is included in the program, which calls for building of new trails and maintenance of those already existing.

### WISTARIA TOWN FLOAT--- GIRLS WHO ADORNED IT



HAIDEE ADDIS



HELEN JACKSON

### City's Entry Is Lauded By The Council

Rated Credit To The City And Source Of Most Valuable Publicity

SHORTLY after Sierra Madre's "Wistaria Town" float entry in the 1936 Tournament of Roses went skyward in flame and smoke from a bonfire on Baldwin avenue just after dark on Wednesday evening, the City Council adopted a resolution expressing its pleasure that the city had been so creditably represented in the great pageant and extended thanks of the community to the float committee, contributors, those who worked untiringly and everyone who had anything whatsoever to do with the appearance of the float in the Tournament.

While the Council was in session on the first floor of the City Hall the float committee, together with many of those who contributed towards or worked in the assembling of flowers or decoration of the float, were enjoying a repast in the American Legion "dugout" in the basement. Following instruction from the float committee, L. R. Goshorn, chairman, expressed thanks and appreciation to his co-workers and to all who contributed in every and any way towards success of the undertaking.

"It is not, of course, possible," he said, "to publicly and personally give credit to all of those who shared in putting the float over, for in the crucial, final hours when help was so badly needed, account could not be kept of those who came forward. The committee, in any case, is convinced that the utmost in grace and beauty was attained by financial means that were far from equaling those of most other towns."

"It was a fine community enterprise. I happen to know that it inspired a high degree of community effort and no little enthusiasm and that is good for any community. The committee extends its very sincere thanks and appreciation to all."

"I think," said Mayor Reavis during the Council meeting, "that it would be appropriate to express some appreciation of Sierra Madre's fine entry in the Rose Tournament and for the very fine publicity that came to Sierra Madre as a result of it."

"I was about to offer this resolution," said Councilman John Froehlich as he presented a paper to the Mayor. It was turned over to City Clerk Pratt to be read, after which it was unanimously adopted, as follows:

"Whereas a committee composed of leaders of the various civic organizations in Sierra Madre promoted the creation of a float to represent this, the 'Wistaria Town' in the 1936 Pasadena Tournament of Roses, and 'Whereas through the co-operation of our citizens said float redounded greatly to the reputation and financial benefit of Sierra Madre through the resultant worldwide publicity, 'Therefore, be it RESOLVED: That the Sierra Madre Municipal Council hereby vote its hearty thanks to all and everyone who shared in the promotion, creation, and operation of the float, on behalf of the people of Sierra Madre.'

The scene of the float obsequies was the old baseball field opposite the postoffice. Alfred James Dewey, designer of the float, set fire to the funeral pyre shortly after dark. As the fire died down, it being Sierra Madre's supper-time, all hands adjourned to the Legion "dug-out" in the basement of the City Hall, there to regale themselves with a rousing feed of chili, coffee, and doughnuts. The supper was a testimonial to the workers on the float by the float committee.



EVELYN SOLURY



FRANCES SCOTT KEY

### Grand View Avenue Tunnel More Than Half Completed Now

Forging steadily ahead, work on the Metropolitan Water District Aqueduct Tunnel by Wednesday noon had carried the bore as far west as Lima street, 3598 feet from the east portal and several hundred feet past the half-way mark. Lowest point of the tunnel, fifty feet from the top of the tunnel to the surface, is included in the already completed section between Adams and Lima streets.

A considerable quantity of boulders and heavy gravel were encountered about 150 feet east of Lima street last Monday morning, putting the mucking machine out of commission for several hours. "Terrible," was Contractor J. F. Shea's succinct comment on the morning's work. Winding up the old year in a burst of vigor the combined crews dug through a total distance of 1226 feet last month, making December the "best month" to date.

### Observations

By Lee Shippey

HERE'S evidence of Sierra Madre climate. This week we harvested some more tomatoes from our vines which are not under any kind of shelter.

For years the California citrus growers have had an AAA of their own and have been "plowing under" surplus crops to keep up prices. But when the whole country tried to adopt California's ideas we didn't feel complimented. Or did we?

"Noah" is appearing at the Pasadena Community Playhouse this week. But we have the ark here in Sierra Madre as a street car.

### ALL TOWNS IN COUNTY CALLED TO CONFER BY SIERRA MADRE FORUM

Incorporated Districts May Be Relieved Of Tax Burden Amounting To Many Millions When Unincorporated Areas Pay Their Share—Local Administration Backs Plan For "Parliament Of Cities"

By PERLEY POORE SHEEHAN

A MEETING unique perhaps in the history of the world—a congress of towns—is to be held in Sierra Madre on the 21st of this month, when representatives of practically every city in the county of Los Angeles will meet here for a discussion of the taxation problem. The meeting is to be held under the aegis of the Sierra Madre Forum, originator and sponsor of the idea; and specifically it is called to take up the matter of equalization of taxation as between the incorporated areas of the county—that is to say the chartered municipalities—and the unincorporated areas, many of which include vast manufacturing interests and an urban population.

The inauguration of this new sort of "congress" was directly inspired by last Tuesday's meeting of the local Forum when Gordon Whitnall and Supervisor H. G. Legg spoke on phases of local government simplification as suggested by City Manager Al S. Myers and incorporated in a recent resolution of the Sierra Madre Council. It is this resolution, requesting the county to study the costs of local government with a view to taking over operation of some of the City activities, that is now under consideration by the county's Bureau of Efficiency.

In the course of the Forum debate, Mr. Myers called to the attention of Supervisor Legg and the audience in general that the unincorporated area of Altadena was receiving, virtually free of charge, services for which the incorporated area of Sierra Madre was charged by the county substantial sums which increased the local tax burden. Both Mr. Legg and Mr. Whitnall were taken by surprise—they admitted that they were—when Mr. Myers submitted his statement and were in agreement that this phase of the tax question should be straightened out at the earliest possible time.

But in a subsequent statement, to both the Supervisor and a representative of the SIERRA MADRE NEWS, Mr. Myers pointed out that the comparative taxation figures of Altadena and Sierra Madre were but a minute specimen of the unfair tax burden imposed on all the incorporated areas throughout the county. In support of his statement he submitted the following figures:

The total valuation of Los Angeles County, according to the official assessment records, is \$3,214,783,110. Of this sum, the incorporated areas are appraised at \$2,824,797,700—that is, nearly five-sixths of the entire sum—while the unincorporated areas are appraised at only \$389,985,330, or practically two and a half billions less.

That this enormous discrepancy is wholly unwarranted is indicated by the fact that the unincorporated areas, grossly under-appraised and under-taxed, include many of the largest manufacturing plants in the entire State. In view of these figures, Mr. Myers asserts, a thorough process of tax equalization such as the forthcoming "congress" intends to discuss, would result in relieving urban taxpayers of millions of dollars annually and shift the burden to where it properly belongs.

The local government is giving the Sierra Madre Forum loyal support in promoting the success of this gathering of the cities in the Wistaria Town. Mr. Myers has personally sent out the call to the councils of all the other municipalities of the county and the immediate response indicates that few will be unrepresented.

Final plans are still tentative. But as soon as the full roster of delegates is known a dinner will be arranged and an auditorium secured large enough to take care of the session. This being a Forum affair, both the dinner and discussion will be, of course, open to the public. The Forum management is expecting the presence of the full Board of County Supervisors as well as the return of Gordon Whitnall.

### Resident Is Short \$82 After Visit By A Trio Of Gypsies

Santo Morasco, 454 East Highland avenue, was the victim of a robbery amounting to \$82.60 Tuesday morning. Morasco was working in his front yard when an automobile drew up and a man and two women, all of them gypsies, got out. The elder of the two women engaged him in conversation while the man and younger woman went to the rear of the house and asked his wife for bread to feed their two children in the car. While Mrs. Morasco was preparing something for the gypsies the car honked, and they went out without waiting for the bread and drove away. Five minutes later Morasco discovered that his pocket had been picked. He was intending to pay some bills that day and had in his right front pocket a purse containing \$82.50 in bills and coins. He still had the purse, but the money was gone.

A teletype and radio description of the gypsies was sent from Sierra Madre, by Chief of Police Gordon McMillan, throughout the county. The light car the gypsies drove was a new blue sedan.

### CHILD PROBLEM TALK

Miss Anna L. Davis, Councillor at the Woodrow Wilson Junior High School in Pasadena, will be the principal speaker at the PTA meeting Wednesday afternoon, January 15, at the local school. She will speak on the subject of "Why Children are Sent to Junior High," and will discuss the child's problems.

### 2 Southland Painters In New Exhibit

By Vernon Lyle Morse  
Director of the Little Gallery

Two of California's outstanding artists, Conrad Buff, painter of desert and Sierra, and Einar Hansen, Danish portraitist, are represented in the Little Gallery during January. These two men, the one a native of Switzerland and the other born in Denmark, are highly contrasting personalities and their paintings are as different as night and day.

Conrad Buff paints strength and more strength in startling masses of almost unrelated color. He arrives at the bigness of mountains by making the frame seem unable to hold the composition. Boldness and a deep, disturbing ponderance characterize these paintings which are not without artistic insight, however.

Einar Hansen has been showered with art honors for his interesting and searching portraits of Southland people. His portrait of Sada Kichi Hartman, the great German-Japanese art critic and author, has been hailed throughout America as the finest portrait of this more than a hundred times painted man.

The opening reception will be held at 2 o'clock Sunday afternoon, January 12.

Your Little Gallery invites everyone interested to come and bring their friends.

### MONEY SPENT FOR BUILDING IN '35 WENT INTO HOMES, NONE INTO DOWNTOWN BUSINESS PROPERTY

Total Of \$111,838 Spent For Dwellings Shows Increase Of \$45,000 Over '34

THE startling fact was revealed in a breakdown released yesterday by City Inspector Jack Hosford of building permits issued here in 1935, that out of a total of 241 permits, amounting to \$111,838.45, an increase of nearly \$45,000 over 1934, only one permit was issued for work in the business district. In short, residential sections last year shouldered the burden of civic betterment to the tune of \$111,838.45, with the business district carrying a load of only \$675.

Thirty-three permits were issued for single dwellings, total-

ing \$79,903. This was 71.45 per cent of the total permits, and averaged \$2,421.30 per dwelling. Thirty alteration permits, totaling \$5,079, and averaging \$169.30 represented 4.54 per cent of the total permits. There were 87 permits for repairs, totalling \$6,998.97, and averaging \$80.44, which were 6.26 per cent of the total permits.

Additions numbered 51, with a total value of \$14,350.50.

There was one office building permit, for \$675, for an addition to Tom W. Neale's real estate office. Four demolition permits amounted to \$646.98. One public utilities permit, for \$250, was issued. Private garages numbered 17, total value, \$2,364. There were 17 miscellaneous permits issued with a total value of \$1,571.

### Postoffice Receipts In Big Gain Here

A report of the activities of the local post office for 1935, just issued by Postmaster Ray Calkin, shows a gain in postal receipts for December, 1935, as compared to the same month a year ago, and a healthy increase in money orders sold for the entire year.

Postal receipts for 1935 amounted to \$16,729.60, as compared to \$17,128.16 for 1934. For 1935 money orders sold amounted to \$57,542.66, with money orders paid totalling \$51,062.70. For 1934 money orders sold amounted to \$49,995.46, with money orders paid totalling \$45,705.45. United States Savings Bonds, which were placed on sale March 1, 1935, amounted to \$21,487.50 (purchase price) and \$28,650.00 (maturity value). The Postal Savings System, which was installed June 1, 1935, showed that up to December 31, \$12,721 was deposited.

Postal receipts for December, 1935, were \$2,788.66, as compared to \$2,658.63 for December, 1934. Money orders paid during December, 1935, amounted to \$5,181.55; during December, 1934, \$4,635.23. Money orders sold during December, 1935, amounted to \$6,537.04; during December, 1934, \$5,871.79. The report contains the following information on the local post office for residents of Sierra Madre: The office is open weekdays from 8 a.m. to 6 p.m., except Saturdays, when it closes at noon. However, the mail is regularly dispatched and received on Saturday afternoon at the same time as on other days and incoming mail is available to box holders. The office lobby is open every day including Sundays and holidays from 6 a.m. to 9 p.m. During the past year a telephone was installed for service to patrons of the office.

## Townsend Club Elects Officers, Hears Of Movement's Phenomenal Growth

There was an election of officers at the regular meeting of the Sierra Madre Townsend Club on Monday night, in the City Hall. With the exception of Mrs. Rigney, the retiring secretary, who explained that it would be impossible for her to continue in that position during the ensuing year, all the incumbent officers were re-elected by a unanimous vote.

The roster of officers now reads: President, Mrs. Minnie R. McDowell; vice-president, A. J. Thompson; secretary, Mrs. Edna Langstaff; treasurer, W. H. Hannaford.

Perley Poore Sheehan acted as chairman for the club during the nominations and balloting.

The re-elected president, Mrs. McDowell, spoke warmly of the continued rapid growth of the movement and recommended that members invite all friends now opposed or indifferent to the movement to be present at the Forum meeting next Tuesday.

night where they will have the opportunity to hear an unbiased report of what the movement really means.

She pointed out that the chief speaker, The Hon. Nathan W. Hale, has not only had a brilliant political career in the East but for the past 20 years has been one of the foremost business men of Southern California.

## New Years Party Of The Eastern Star Is A Jolly Affair

The Sierra Madre Chapter, No. 299, O.E.S., started the new year with a fine flourish last Monday evening. The banquet hall, the scene of so many wonderful gatherings, was the scene of a merry party.

The tables elicited much admiration for their artistic decorations of bowls of fragrant narcissi tied with gleaming silver ribbons.

Peals of laughter resounded through the room upon the discovery of fortune-telling articles in the Twelfth Night cake. Rings a boat, a shoe, a thimble, etc., all predicted a lucky future for the finders of such things.

Mrs. Cecil Price delighted a large audience by the rendition of several songs.

The chapter will celebrate its 25th birthday at the next meeting, January 20th.

## SIERRA MADRE WOMEN IN ARCADIA PLAY

The secret is out! The culmination of all those mysterious trips back and forth to classes by certain versatile people of Sierra Madre resulted in a display of histrionic ability at the Woman's Club of Arcadia.

Mrs. Pat Wastun and Mrs. Helen Lovejoy performed with no small amount of ability in a jolly good play last night before an appreciative audience down there. It is against the rules of the copyright owners to give the name of the play.

## MRS. J. L. CRISWELL INJURED IN AUTOMOBILE ACCIDENT

The many Sierra Madre friends of Mrs. J. L. Criswell will be grieved to hear of the serious injury she received in an automobile accident on Sunday. She is undergoing treatment at the California Hospital.

Club programs in this community and elsewhere have been enhanced in the past years by Mrs. Criswell's speeches.

## OBITUARY

### JOHANNA COLBERT

Mrs. Johanna Colbert, mother of John E. Colbert, Sr., of 184 North Auburn avenue, passed away on January 2 at her home in Memphis, Tennessee, where she was born and reared. She was 77 years old. She visited her son here for six months several years ago and had a wide circle of friends here.

## VISITORS FROM FAR AND NEAR HOLIDAY HERE

By, Mildred C. Bolms

CLEANING BITS of news here and there reveal that Sierra Madre, although a bit tired and quiet after the whirlwind of holiday festivities, is still very much on its toes, and has been receiving no end of delightful visitors.

One of these is Mrs. Pauline S. Lee of "Rock Acre," Cornwall, New York, who has just arrived from New York via airplane, to be the winter guest of Miss Daisy Vannier of 153 South Hermosa avenue. Mrs. Lee is the daughter of the novelist, E. P. Roe, whose books will be remembered by many of the older generation.

Mr. and Mrs. Fletcher White of West Montecito avenue paid tribute to the Lone Star folks on New Year's Day by entertaining Mr. and Mrs. Wiggs Babb, after the parade and the Rose Bowl game. Mr. Babb is registrar of Southern Methodist College, and Mrs. Babb is in the reference library at that institution.

Other Texas guests at the White home on last Monday were Mr. and Mrs. Rex W. Hendricks, who resides in Los Angeles now.

A welcome visitor from the east last week was Miss Caroline Duncombe, of Briarcliffe Manor, New York, who has been visiting her cousin, Mrs. Nestor A. Young, of 209 Highland avenue. Miss Duncombe has left to attend Bishop's School in La Jolla, but before leaving renewed old friendships up at Mills College.

From Panama came an interesting guest, last week, to the home of Mr. and Mrs. J. C. Dickson of 169 West Montecito avenue; he was Captain Charles A. Ross, who is government inspector of airplanes in the Canal Zone. His mother, Mrs. Sadie A. Ross, of Los Angeles, accompanied him. Capt. Ross is Mr. Dickson's nephew.

Miss Katherine Goodheart has recently returned to Fernwood Cottage, Sierra Madre Canyon, from an extended visit with her cousin, Mrs. Elizabeth Healey Rummel, and other relatives in Detroit, Mich., and Niagara Falls. Before proceeding to Detroit Miss Goodheart motored through Yosemite National Park and parts of Nevada and Utah.

Mr. and Mrs. Sidney Jewel of 560 North Hermosa avenue, are rested up after an enviable sojourn to the Furnace Creek Inn in Death Valley over New Year's and were dinner hosts to Mr. and Mrs. Courtland Long of Brentwood yesterday. The group spent the afternoon at Santa Anita track.

Theodore Peterson, 90-year old brother of Mrs. Hortense Hill of 251 South Baldwin avenue, has come here to visit from his home near Durango, Colorado. Lots of people will recall Mr. Peterson, for he has been here a number of times in past years.

Miss Helen Halloran of Missoula, Montana, has been the guest of her parents, Mr. and Mrs. P. M. Holloran of 115 Sierra Madre Boulevard during the holidays. She returned on Friday to resume her studies at the State University.

Miss Florence Neeley, of Detroit, Mich., is the house guest of Mr. and Mrs. Robert M. Hicks of 550 Oakdale Drive. And the Robert M. Hicks had an awfully good time, last Sunday when they attended a family dinner down at Hawthorne.

Mr. and Mrs. Harry Lightheart, of Cypress Court, were hosts on New Year's Day to their grandniece, Miss Erma Lightheart of Marshall, Michigan, who is wintering in Los Angeles. The group witnessed the Tournament of Roses.

Mrs. Carl Voss of Salinas, president of the Monterey County League of Women Voters, has been a visitor at the home of the C. A. Vane's on East Central the past week in between flitting here and there to keep interesting engagements.

Mr. and Mrs. Russell Lovejoy of 47 West Grand View avenue entertained old friends from Chicago last Sunday: Mr. and Mrs. E. Parker and son, Joseph, and also, Mrs. R. Murray of Los Angeles.

Other interesting visitors in town have been Mrs. Russell J. Waters of Azusa and her sister, Ethel Carewe Barber, who were Miss Emma Jameson's guests on Sunday.

Dr. and Mrs. H. Harris and Mrs. Anna Burton, who have been holiday guests at the Vannier home, left on December 30 for their round-the-world cruise.

Mr. and Mrs. J. L. Mear and daughter, Pat, of San Diego, were dinner guests of the Edward P. Bradfords, of 735 Canyon Crest Drive, on Sunday.

Mr. and Mrs. "Bill" McGee and son-in-law, Hank Frazier, of Calgary, Alberta, Canada, are domiciled at 172½ North Lima street for the racing season.

Mr. and Mrs. Stanley Coumbe and family have been greeting guests during the past week at their new home at 521 Alta Vista Drive. The Coumbe home is of early American type, with furnishings of the same period and

## In a Social Way

### YOUNG MUSIC PUPILS PRESENT PROGRAM

MUSIC students of Mrs. G. B. Morgridge and Miss Elizabeth Morgridge took part in an informal program given last Saturday afternoon in the Morgridge home, 19 West Orange Grove avenue. The program consisted of piano and violin solos, piano duets, and a talk by Brian Dunne on the evolution of the violin. Piano pupils taking part were Raymond and Patricia Andrews, Theresa Keys, Lois Lovell, Ruth Colt, Yvonne Jardine, Jean Noe, Anna and Margaret Starbuck, Mary Jane Clatworthy, Kimiko Shimizu, Donald Key, Violin pupils were Billy Adwell, Brian Dunne, Henry Brauman, Kasuto Shimizu, and Betty Preston, the latter from Pasadena.

### RECEPTION HELD FOR YOUNG ARTIST

Following the Pasadena Civic Orchestra concert last Saturday evening, Miss Elizabeth Morgridge and Harlow John Mills honored the violin soloist of the evening, Miss Alice Mitchell Plumlee, and her teacher, Miss Vera Barstow, at an informal reception at the Church of Truth in Pasadena.

About 80 guests were present to greet the young artists. The musicians from Pasadena, Los Angeles, Beverly Hills and vicinity who attended the reception all predicted a brilliant future for her. Just a year ago, Miss Morgridge, who studies with the same teacher, was soloist with the Civic Orchestra under the same circumstances.

THE JACKSON DAY BANQUET given at the Hotel Vista Del Arroyo on Wednesday evening during which President Roosevelt addressed simultaneously, several thousand listeners at similar gatherings via radio, drew forth a group of interested Sierra Madreans. They were Mrs. G. W. Ryan and her sister, Miss Emma Jameson, Mrs. W. J. Lawless, Mr. and Mrs. R. O. Calkin, Dean Arnold Bode, Dan Parker, Miss Cecil Price, Mrs. Margaret Price, and John H. Robertson were also guests, and were seated at the HOLC Table.

### RUSKIN CHAPTER TO ELECT

The John Ruskin Chapter will meet next Monday evening, January 13 at 8 p.m. at the home of Mrs. A. E. Pulling, 382 West Montecito avenue. The election of officers will be held.

### CHURCHES

#### Congregational

Rev. Arthur O. Pritchard, Pastor "Counting on God," will be the topic of the morning sermon by the Pastor.

Young People's meeting at 6:30 p.m. An experience meeting on the Mid-Winter Conference.

#### Church of the Ascension

Baldwin and Laurel Avenues Rev. A. G. B. Bode, Rector 7:30 a.m.—Holy Communion. 9:30 a.m.—Sunday School. 11 a.m.—Morning Prayer and Sermon.

Wednesday—7:30 a.m.—Holy Communion. Bethany Church

The Little Stone Church Rev. Stewart R. Sheriff, Pastor Sunday—

9:30 a.m.—Bible School. 11:00 a.m.—Morning Worship. 6:15 p.m.—Three Christian Endeavor Societies.

7:30 p.m.—Evening meeting. Wednesday—

7:30 p.m.—Prayer meeting. Thursday—

7:30 p.m.—Choir Practice. Paul Coulombe, director.

#### St. Rita's Church

Rev. Hyacinth Clarey, C.F., Pastor Sunday Masses—6:30, 8:00 and (High Mass) 11 a.m.

Week-day Masses, 6:45 a.m. Tuesday Evening—Devotions, 7:45 p.m.

Friday—Stations, 7:45 p.m. Christian Science

First Church of Christ Scientist of Sierra Madre is a branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.

9:30 a.m.—Sunday School. 11 a.m.—Sunday Service. Subject for Sunday, January 12, "Sacrament."

Golden Text: John 16. 33. "In the world ye shall have tribulation: but be of good cheer; I have overcome the world."

8 p.m., Wednesday—Testimonies meeting. Reading Room open daily 2-4 p.m. Public cordially invited.

#### Happy Family Church

Baldwin and Central Dr. Adele Howland, Rev. Thelma Lessley, co-pastors, conducting.

Sunday—10 a.m.—Sunday School. 11 a.m.—Morning Worship. 7:30 p.m.—Evangelistic Service.

Thursday—7:30 p.m.—Prayer Meeting. 4 Square Church

John F. Bernick, Pastor Evangelist 191 West Central Ave. Sunday—

9:45 a.m.—Sunday School. 11 a.m.—Morning Worship. 7:30 p.m.—Evangelistic. Services at 7:30 p.m. on Tuesdays and Fridays.

## RAINY DAYS

Are sure to come, sooner or later--- Smooth tires and wet streets are no pals for anyone to bet on...

Why gamble or take a risk on a blowout or accident? Let us figure your tire problem with you at

Pickett's Service Station

## Bethany Society Elects Officers; Birthdays Honored

Tuesday was Biola Day at the Missionary meeting of the Bethany Church. The annual reports revealed remarkable growth of the different branches of the church.

Officers elected were Mrs. John Lowe, president emeritus; Mrs. Richard S. Jensen, president; Mrs. William Montgomery, vice-president; Miss Lena Lee, recording secretary; Mrs. Edward D. Long, corresponding secretary, and Mrs. Roy Edwards, treasurer.

Mrs. Grace Pike Roberts of the Bible Institute in Human Province spoke at 11 a.m. upon her work in China. Her husband, Dr. Charles Roberts, is dean of the institute over there.

Miss May Lee lead the devotions at 1:30 p.m. And the afternoon was given over to Miss Myrtle Scott, who is superintendent of the Lyceum at the Bible Institute in Los Angeles, and has charge of all the Eteri Girls' Clubs in the organization.

Ten guests, including the speakers, were at the birthday table, which was adorned with attractive placecards and candles in

## New Officers Of Friendship Club Will Take Command

The Friendship club will hold its first 1936 meeting Monday evening in the Ladies' Parlor of the Congregational church and the new officers will have charge.

They are Mrs. Irma Jones, president; Mrs. Al S. Myers, first vice-president; Mrs. Florence Garrison, second vice-president; Mrs. Hazel Spoelstra, treasurer; Miss Jessie Dunning, historian; and Mrs. R. E. Pendergast, secretary.

yellow and orange. A beautiful cake was presented to Mrs. Jensen, whose birthday occurs this month.

Misses Lena Lee and Helen King served as assistants to Mrs. Frank Butler, the social chairman. About 84 friends were present.

MISS INEZ HALLORAN TEACHER OF PIANO

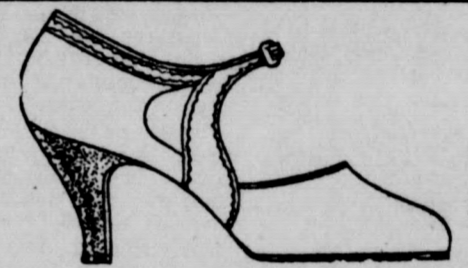
Grad. Cincinnati Conservatory Phone 193-2 115 E. Sierra Madre Blvd.

Ellen Foote, Prop. Phone 87

## Ellen's Beauty Shoppe

Unexcelled Beauty Service

4 W. Sierra Madre Blvd., upstairs



## CLEARANCE SALE

20% Off on all Shoes for one week only

No Charges — No Exchanges

SPECIAL—Munsingwear Service or Chiffon Hose 45c

## Olsen's Shoe Store

34 North Baldwin

Phone 219-2

## January Clearance Sale

at

## Roberta's Frock Shop

Angora Dresses, reg \$2.95 ..... \$1.95

Dresses, reg. \$4-\$5.95 ..... \$3.95

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Taxes for 1936 apparently will be larger than ever. A Savings Account, constantly increased, is a safe, convenient way to provide for payment.

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Your Own Home Bank

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Everett Marshall

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Novelty

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"Last Days of Pompeii"

Starring Norman Foster and

Dorothy Wilson — also

"MUSIC IS MAGIC"

with Alice Fay & Ray Walker

Latest March of Time, No. 9

Cartoon

Sat. Matinee—"Music is Magic"

Tues., Wed. — January 14, 15

Ginger Rogers, George Brent in

"IN PERSON"

also

"PETER IBBETSON"

with

Gary Cooper & Ann Harding

Pete Smith's "How to Sleep"

Program Sponsored by

Eastern Star

Thurs., Friday — January 16, 17

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and

"So Red the Rose"

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Teaching every branch of Dancing; Voice and Drama for

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— Thursday, Friday, Saturday — January 9, 10, 11 —

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A Paramount Picture

— Sunday, Monday, Tuesday — January 12, 13, 14 —

## POWELL

Metropolitan Pictures

RENDERINGS

with DOROTHY LEE

with DOROTHY LEE

with DOROTHY LEE

with DOROTHY LEE

with DOROTHY LEE

## Norma Shearer

Frederic March

— in —

"Smilin' Through"

— Sunday, Monday, Tuesday — January 12, 13, 14 —

## POWELL

Metropolitan Pictures

RENDERINGS

with DOROTHY LEE

with DOROTHY LEE

with DOROTHY LEE

with DOROTHY LEE

with DOROTHY LEE

## Big Upward Trend Shown By Utility Co.

Marked Increase in Consumption Of Electricity Reflects Better Times

The Southern California Edison Company during 1935 will continue the cooperative, electrical industry business development program carried on throughout the past year, according to the announcement yesterday of Fred Schwartz, manager for the company in this territory. Mr. Schwartz, who attended the company's annual meeting of officers, division and district managers and department heads at Los Angeles, where plans for the new year were set in motion, said that reports presented at the meeting showed that the past year had been one of accomplishment for the company in commercial activities.

"All phases of our 1936 program are based on co-operation with all branches of the electrical industry and all users of electrical service," Mr. Schwartz said. "Last year, due to the activities of electrical dealers in our Southern and Central California territory, aided by our own promotional efforts, sales of electrical equipment for household service showed improvement over the several preceding years. Dealer sales of electric refrigerators totaled some 35,000, nearly double the number sold in 1934. Records of sales of other electrical equipment for homes showed

## DECISION OF CALIFORNIA'S VOTERS WILL SPELL RELAPSE OR RECOVERY IN THIS STATE

Will Pass On More Than A Score Of Vital Important Issues

By RALPH H. TAYLOR  
(Executive Secretary, Agricultural Council of California)

(Editor's Note: This is the first in a series of four articles by Ralph H. Taylor, executive secretary of the Agricultural Council of California and noted commentator on California governmental problems, analyzing ballot proposals which will be submitted to the voters at the general election next November. Many of these measures are of vital importance and should be carefully considered by every voter and taxpayer.)

ERAS of reconstruction and rehabilitation, which follow in the wake of economic cataclysms, wars and other forms of National disaster, at

5,400 ranges, 2,600 water heaters, 30,000 washing machines, 5,000 ironers, 50,000 radios and some 97,000 small appliances.

"In other fields of commercial activity, the company experienced a satisfactory year. Company power and sales engineers worked closely with power and light users, domestic commercial, industrial and agricultural consumers, to assure the most beneficial use of their electrical service. It is anticipated that 1936 will see further impetus given the trend to complete electrification of many classes of industry and agriculture."

Reviewing the company's annual meeting of officers and managers, Mr. Schwartz reported on affairs of the company during the year and on business prospects.

"The number of active meters on our system has increased more than 17,000 since January 1, 1935, and the number of idle meters is at the lowest point in the last seven years," Mr. Schwartz said. "The increased activity in the industrial field, together with increased demand for agricultural power, has resulted in a net increase in the connected load of 113,000 horsepower for the year. For industrial use alone, the sale of electricity is above that of last year by 14 percent. Likewise, in the domestic field there has been an increase of 9 per cent, which indicates that consumer purchasing power has shown substantial improvement and that consumers are extending the use of the electric servant in the home."

"In looking forward to 1936, we anticipate further increase in

ways have been fraught with great danger to both government and the individual citizen.

Inevitably, a changing order fans the hopes and fires of radicalism, fanaticism and all of the other "isms" which are the bane of popular government.

In many instances, the aftermath of crisis is more dangerous than the crisis itself, for there is a natural "let-down"—a slackening of public vigilance and an exaggerated tolerance of visionary proposals, panaceas and quick remedies, due to the two-fold fact that old standards have been shattered and that the patient is recovering.

California, during 1936, must pass through just such a period of convalescence. At the general election in November, her voters must render the verdict. And an ill-considered verdict, carelessly given, will spell certain relapse, instead of recovery.

The voter's task in sifting the wheat from the chaff at this year's general election will be rendered doubly difficult by one of the most crowded ballots in the history of the State.

In all probability, some 25 or 30 ballot issues—constitutional amendments, initiative proposals and referendum acts—will be submitted to the electors, including several tax measures of transcending importance and at least a half dozen other questions which will provoke a veritable hurricane of propaganda.

At the present time, 14 suggested constitutional amendments (proposed by the legislature), three initiative measures and two referendum acts are already qualified for the battle of ballots. The initiative proposals include the red hot "single tax" act, with a rider amendment repealing the State sales tax; a proposal calling for repeal of the State income tax; and a new teachers' tenure bill, which promises violent controversy in educational circles.

The two referendum proposals—one aimed at the chain store tax bill, and the other at the oleomargarine tax—also are certain to bring heavy barrages which will add to the din and confusion at election time.

And in addition to the present array of legislation requiring direct action by the voters, initiative petitions will shortly be placed in circulation to qualify from five to ten additional acts for the November ballot.

The California voter, when he realizes that his home, his business and his pocketbook are clearly at issue in many of the ballot measures, can well afford to forego his favorite mystery and detective stories during at least some of the winter evenings and ponder the problems which devolve from his partnership in government.

Certain it is that intelligent citizenship, if it is achieved, will pay handsome cash dividends during 1936. And it is equally certain that public apathy, if it is permitted, will reap a whirlwind of tax-confiscations and bankruptcies.

(Next: "Sales Tax, Income Tax, 'Single Tax'—Which?")

### TRUCK BACKS INTO A P.E. TROLLEY TRAIN

A Los Angeles delivery truck of a man giving his name as Pollard, backed out of a parking space in front of Welch's Feed Store on Baldwin avenue and struck the 3 o'clock Pacific Electric car last Thursday. The driver of the truck, thinking that the street car had already passed by started to back out when the wreck occurred. No one was injured. The rear bumper of his truck was broken off and his truck somewhat smashed. The rear step of the street car was cracked.

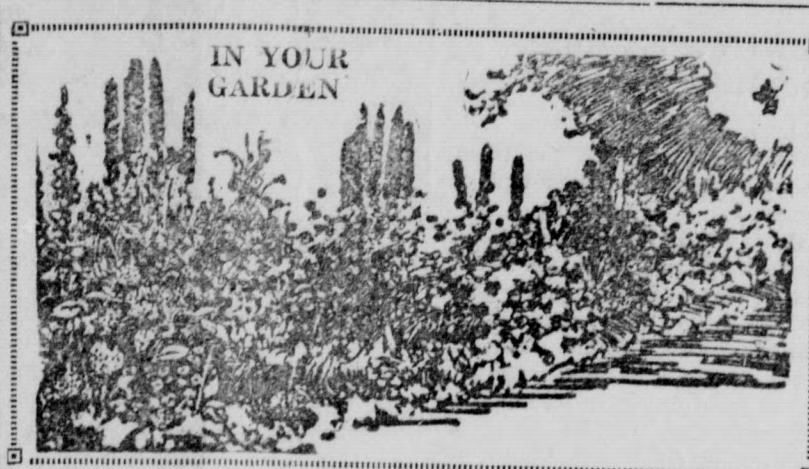
### CUSTOMER PROVES TO BE HER RELATIVE

Miss Eleanor Langstaff, of the Bookshop, started graciously forward to wait upon someone the other day and was agreeably surprised to discover it was her very own uncle, Frank Proctor, of Iowa, whom she has not seen for years. He is out with his son David, Mr. and Mrs. Allen Wilson of Long Beach were New Year's Day guests at the Percy Langstaff home on Manzanita avenue.

### Suffers From PULMONARY TUBERCULOSIS INVESTIGATE

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Monrovia



AVOID DISAPPOINTMENT  
GREAT disappointment may be avoided if proper care is taken in sowing flower seed. This is a point in successful gardening that cannot be too strongly emphasized. Careful planting is the necessary first start to a good garden.

Very often when no germination results and the seedsman is blamed for poor seed, the fault was with the gardener. More seeds are lost after they have started to germinate than at any other time and it is this preventable loss during the germination period that should be carefully watched.

Seeds do not need rich soil. Fertility is not a prime necessity for seed germination. The fertility is needed after the seeds have germinated and the young plants have started into growth. Therefore any ordinary garden soil prepared by being sifted and given proper drainage will prove an excellent germination medium.

The seeds must be kept moist but not wet during the germinating period. Once the germ has broken the seed coat and the seed box, pot, or seed bed is al-

lowed to dry out the tiny plant dries up and dies without ever getting above the ground. Then you will hear the complaint of bad seed. The soil must be kept at an even degree of moisture and it must be watered often enough to maintain it but it should never be soaked so that it is in the condition of mud.

Hot sun, particularly if coupled with high winds, is a dangerous condition. They quickly dry out the soil and often shrivel seedlings that have gotten above ground safely. Therefore the seed bed should be protected from the hottest sun and should be in a sheltered position so that the force of a drying wind will be broken.

The greatest percentage of plants from a packet of seed will be obtained by sowing in seed boxes or pans because conditions can be maintained and controlled most easily.

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Sierra Madre News—Phone 48  
Get Our Prices on Job Printing—

### COMING EVENTS

— FRIDAY —

2nd & 4th—Sierra Madre Firemen, at City Hall.  
2nd & 4th—Woman's Guild of Church of Ascension, at Parish House.  
2nd & 4th—Boy Scout Troop No. 1, at Congregational Church.

2nd & 4th—Veterans of the Foreign Wars Post, at the Park House, 8 p.m.

— SATURDAY —  
1st & 3rd—Junior American Legion Auxiliary, at City Hall.

— SUNDAY —  
Every Sunday—C.Y.P.S. at Congregational Church.  
Every Sunday—Christian Endeavor Societies: Young People, 6:15, rotunda; Nipponese Jr. High, 6:15, Bethany Hall. Juniors, 3:30, Bethany Hall.

1st—Communion Day for women of St. Rita's Parish.  
2nd—Communion Day for men.  
Holy Name Society; Breakfast and business meeting.  
3rd—Communion Day for children.

— MONDAY —  
Every Monday—7:30 p.m. The Townsend Old Age Pension Club, at the City Hall.  
1st & 3rd—American Legion Post 297, at City Hall.  
2nd—Chamber of Commerce, at City Hall.

1st & 3rd—Poetry Workshop, 55 Olive Ave., 8 p.m.  
1st & 3rd—Order of Eastern Star, at Masonic Temple.  
2nd—Friendship Club, at Congregational Church.  
2nd—Daughters of British Empire.

Last Monday—American Red Cross, at headquarters, 2 N. Baldwin.

— TUESDAY —  
Every Tuesday—Kiwanis Club meeting and luncheon, at Woman's Club House, 270 West Central avenue.  
1st—Stated meeting of Masonic Lodge, at Temple, 33 East Central.

1st—St. Rita's Altar Society, at St. Rita's Church.  
1st—Missionary Meeting at Bethany Church.

1st and 3rd—St. Catherine's Guild at homes of members.  
1st & 3rd—Congregational Woman's Society.  
1st & 3rd—Sierra Madre Forum, at 7:30 p.m., City Hall.

2nd—City Planning Commission.  
3rd—P.T.A., at Grammar School.

3rd—Executive Board meeting of Bethany Missionary Society.

— WEDNESDAY —  
2nd & 4th—City Council, at City Hall.  
2nd & 4th—Woman's Club at Clubhouse.

Every Wednesday—Boy Scout Troop No. 2, at St. Rita's auditorium.

— THURSDAY —  
Every Thursday—7:30 p.m., Art League, at the Old Barn Studios, 115 Bonita avenue.  
1st & 3rd—Dickens Fellowship Club.

2nd—Modern Priscillas.  
2nd & 4th—American Legion Auxiliary.

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Members of Cleaners Service Bureau

## HEAR Nathan Hale!

at School Auditorium

Tuesday, Jan. 14, 7:30 P.M.

auspices of

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a crown of beauty, a fortress of safety

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the most beautiful and comfortable bodies ever created for a low-priced car

SHOCKPROOF STEERING\*  
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AND UP. List price of New Standard Coupe at Flint, Michigan. With bumper, spare tire and tire lock, the list price is \$20 additional. \*Knee-Action on Master Models only, \$20 additional. Prices quoted in this advertisement are list at Flint, Michigan, and subject to change without notice. A General Motors Value.

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ESTABLISHED 1924  
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3 for \$1.00  
all leading varieties as Pres. Hoover, Talisman, Autumn  
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For a Limited Time Only  
**FREE**  
Complete Set of Genuine PYREX COOKING WARE  
to Every Purchaser of an ELECTRIC RANGE or WATER HEATER  
**The Modern Way To Cook**  
150 women are changing to electric cookery every week. Scientific tests show that no other cooking method offers so much for so little. They have found it to be dependable... fast... time-saving... economical... healthful... cool... clean... modern... palatable. Install an electric range in your kitchen. You'll experience cooking comfort and economy you never before believed possible.  
And, electric range and water heater users enjoy lower wholesale rates on electricity. Ask your dealer to explain.

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Heat water the worry-less way... electrically. Keeps water at exactly the right temperature for domestic use throughout the day and night. Economical, too, and an essential part of your All-Electric Kitchen.  
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# SIERRA MADRE NEWS

Published every Friday  
L. R. GOSHORN  
EDITOR AND PUBLISHER  
TELEPHONE 48  
9 Kersting Court



Member Nat'l Editorial Ass'n

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at the post office at Sierra Madre,  
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the City of Sierra Madre.

Accepted as a newspaper of gen-  
eral circulation for the publica-  
tion of legal notices as defined by  
Section 4460 of the Political Code  
of California.

One year, \$2; Six months, \$1.25;  
Three months, 75c.

They that trust in the Lord  
shall be as Mount Zion, which  
cannot be removed, but which  
abideth for ever.—Ps. cxxv.1,2.

That is the way to be im-  
movable in the midst of troubles,  
as a rock amidst the waves.  
—R. Leighton.

## LETTERS From Readers

### PROPOSES CHANGES FOR THE ROSE PARADE

To the Editor of the  
Sierra Madre News:

Sir: As an old friend of THE  
NEWS and of Sierra Madre I am  
writing you from Glendale a few  
observations and reflections con-  
cerning this year's Tournament  
of Roses—in which Sierra Madre  
so bravely shared—with the  
thought that they might serve  
some good purposes in the fu-  
ture conduct of the pageant.

I enjoyed the parade very  
much; the floats were gorgeous,  
but I saw them from the fourth  
row and really missed the sig-  
nificance of most of them. That  
didn't matter to me because this  
is the first time that I haven't  
had a front seat, so to speak, and  
I was very glad to have the op-  
portunity to get the opinion of  
those in the back rows. They  
were ten or twelve deep in our  
block and I dare say it was the  
same all over town. Aside from  
the few who brought boxes on  
which to stand, and those in  
front, I am afraid that at least  
75 percent of the spectators  
didn't see very much.

I have a few suggestions  
to make, and if you approve perhaps  
you could pass them on to the  
proper authorities.

In the first place, the plat-  
forms of the floats are too  
close to the ground. It would  
seem that they could be raised  
at least three feet, thus enab-  
ling all the spectators to see all  
the floral display and get the full  
significance of the theme. The  
lower part could be in green  
foliage. Perhaps one might argue  
that the floats would then be  
top-heavy. Personally, I think  
they would be much more com-  
pact, providing one could see them  
in their entirety.

Another thing is the name of  
the city represented. That is so  
low that it is impossible to see  
it from the back rows—even from  
the fourth. In my opinion that is  
a very important factor. Raising  
the platform would correct that  
condition. Otherwise, it would  
seem that attractive placards,  
used uniformly, would be ap-  
preciated by the spectators. Of  
course there are programs, but  
one should not have to resort to  
a piece of paper to get the de-  
tails that are a part of the float  
itself.

These are merely suggestions  
prompted by comments of by-  
standers, and since the parade is  
for the public it seems that the  
public should be able to enjoy it  
fully. Perhaps these things have  
been brought up before and there  
are reasons why they can't be  
changed. Anyhow, I decided to  
mention them to you.

Then, the parking situation  
isn't so good either. Someone  
suggested that certain side  
streets should be filled, then  
blocked off—perhaps every other  
one in certain areas. Any reason  
why then couldn't?

B. A. LINES,  
S. Chevy Chase, Glendale, Calif.

### Santa Claus Left Fine Gift For The J. O. Smith Family

There is cause for much re-  
joicing in the J. O. Smith home  
at 609 West Central on account  
of the returning health of one  
of Sierra Madre's most valued  
members, Mrs. J. O. Smith.

Mrs. Smith has undergone a  
serious major operation with ex-  
actly one chance in a thousand,  
according to her surgeons at the  
Good Samaritan Hospital in Los  
Angeles. But she came through  
with flying colors and is more  
like her former self than she has  
been for years; which is about  
the most splendid gift that  
Santa Claus could leave at this  
wonderful fireside.

From all indications, Mrs. Smith  
will be back with her family in  
another month.

Be a regular subscriber to  
the Sierra Madre News—  
send your name in now.

## How The Counties Of California Came By Their Names And What They Mean

(Editor's Note: This is the  
18th installment of the story  
prepared under the direction of  
Gov. Merriam from State re-  
cords showing how the various  
counties of California acquired  
their names and the meaning  
of them.)

TEHAMA COUNTY was cre-  
ated April 9, 1856. "Te-  
hama" is the name of a  
tribe of Indians who originally  
inhabited that part of the State  
which now bears its name. The  
meaning of the word never has  
been definitely determined, though  
some authorities claim it means  
"high water."

Tehama in the northern section  
of the great Sacramento Valley  
is a prosperous land of cattle and  
sheep, hay and grain and fruit.  
Of the county's total of 1,872,000  
acres, farm lands covering ap-  
proximately 1,200,000 acres.

While Spain was pioneering  
coastal California, hardy trappers,  
hunters and traders explored the  
Sacramento Valley and many of  
them settled in what now is Te-  
hama. The forests and moun-  
tains on both the east and west  
and numerous streams, the soil  
of Tehama is exceptionally fer-  
tile and productive. The county,  
ranging in elevation from 200 to  
8,000 feet, produces a wide variety  
of deciduous fruits, oranges and  
olives and a high quality moun-  
tain apple.

When mining was flourishing  
on all sides of Tehama in the  
early fifties, the town of Red  
Bluff was a community of 100 in-  
habitants surrounded by exten-  
sive stock ranges and farms. It  
was the head of navigation up the  
Sacramento river and thrived on  
trade with the mines. Today it is  
Tehama's county seat, prosperous  
and progressive and one of the  
best known cities in California.  
Population 13,866, Area, 2925  
square miles.

Trinity County was created  
February 18, 1850. This is one of  
the original 27 counties and de-  
rived its name from Trinidad  
Bay, which was discovered and  
named by Captain Bruno Ezeta  
on June 11, 1775, a date that  
happened to be Trinity Sunday.  
The Spanish charts of the bay  
were misleading and Major Read-  
ing and others thought that the  
river he named Trinity entered  
into this bay.

High mountains, virgin forests,  
glacial canyons, emerald lakes,  
swift streams and incomparable  
scenery make up Trinity county,  
of which it has been said: "It is  
a moot point among those who  
have viewed the Swiss Alps, or  
the rugged splendor of the Fjords  
of Norway, whether any more  
superb landscapes or glorious  
sunsets reflected from the snow-  
clad mountains can be depicted  
than those in the Trinity Alps."

The land is so little touched by  
industrial development that it is  
almost a virgin country. Of the  
total of 1,981,440 acres, about 75  
percent is covered by the Na-  
tional Forests. While trappers and  
hunters had penetrated sections  
of the county, it was gold that  
brought in settlers. They encoun-  
tered many Indians, most of  
whom were friendly, but later  
clashes occurred which led up to  
the Bridge Gulch massacre on  
Hayford Creek in 1852. Trinity  
now is the greatest paradise for  
hunters and fishermen in the  
west.

Tucked away in the Trinity  
Alps is Weaverville, county seat,  
50 miles from a railroad. Befit-  
ting its 80 years, the town of 500  
inhabitants leads a peaceful exis-  
tence. In 1850 the population  
numbered 3,000, half of which  
were Chinese. Here is an ancient  
Chinese Joss House now main-  
tained by 17 surviving China-  
men. Population, 2809. Area, 3096  
square miles.

Tulare county was created  
April 20, 1852. Commandante  
Pages, while hunting for deserts  
in 1773, discovered a great  
lake surrounded by marshes and  
filled with rushes, which he  
named Los Tules (the tules, *Scir-  
pus lacustris*). In 1813, Captain  
Moraga on his exploring expedi-  
tion passed through the valley of

this lake, and named it "Valle de  
los Tules" (valley of the tules),  
from which this county took its  
name.

Home of the great Sequoia and  
General Grant National Parks  
and Mount Whitney, whose sum-  
mit is the highest point in the  
United States, Tulare also is  
noted as one of the wealthiest  
farming counties in the nation.  
Approximately 100,000 acres are  
planted to deciduous fruits and  
grape vines. Kaweah, Tule and  
Kern Rivers and Deep Creek fur-  
nish abundant water for irriga-  
tion.

The raisin is Tulare's outstand-  
ing crop with peaches, olives,  
prunes, figs, plums, apricots and  
walnuts in the order named.  
About 1,193,000 acres are given  
over to farming, making Tulare  
rank sixth in the State. It is  
second in acreage irrigated.

Sequoia, or California Big Trees,  
attracts thousands of tourists. It  
covers 604 square miles and has  
12 beautiful groves of redwoods,  
among which is the Giant Forest  
of 3200 acres containing 500,000  
stately trees, 5000 of which mea-  
sure more than ten feet in di-  
ameter. The General Sherman  
redwood is the largest living  
thing on earth, and next to the  
General Grant, a giant sequoia in  
Fresno county, is the oldest thing  
on earth. There is as much lum-  
ber in this tree as can be ob-  
tained from 20 acres of average  
California pine forest; enough to  
erect 40 five-room homes. A train  
of 30 cars would be required to  
transport the trunk alone.

From the top of Mount Whit-  
ney an awe-inspiring panorama  
of mountain peaks, the Devil's  
Amphitheatre, redwood groves  
and Death Valley, 300 feet below  
sea level, is revealed. . . . Popu-  
lation, 77,442. Area, 4856 square  
miles.  
(Next: Tuolumne, Ventura, Yolo  
and Yuba.)

## Marlborough Terrace Residents Look For Many Newcomers Since Santa Claus Brought New Roads To The Area

Entering into the holiday spirit  
the City Council and the Federal  
Government, through the W.P.A.,  
Christmas Eve presented to the  
residents of Marlborough Terrace,  
in the lower end of Sierra Madre  
canyon, a complete set of newly-  
paved roads. The finished work  
marks the culmination of efforts  
on the part of property owners  
to secure for the tract the civic  
advantages enjoyed by the rest  
of Sierra Madre.

Agitation for the new roads  
started several years ago, but  
not until last Spring did the pro-  
ject begin to take definite shape.  
At that time an agreement be-  
tween the property owners, the  
City Council, and the Federal  
Government was reached, whereby  
the property owners would put  
up \$1000 and the Federal Govern-  
ment, through the S.E.R.A., the re-  
mainder, towards the cost of the  
project. Subsequently, the amount  
to be contributed by the Mar-  
lborough property owners was re-  
duced to \$500.

With the inauguration of the  
W.P.A., and the junking of the  
S.E.R.A. by Washington, the project  
was held up by red tape for  
several months more and got  
underway only late in the fall.  
Under the terms of the final  
agreement the Federal Govern-  
ment's contribution was \$5172.

Interviewed by a NEWS report-  
er several of the residents of  
the tract expressed complete  
satisfaction with the new roads  
and predicted a definite boom in  
the near future for Marlborough  
Terrace. Mr. A. J. Dewey, one  
of the residents of the tract, ap-  
peared slightly disturbed at the  
speed with which delivery wagons

whizzed around curves on the  
new roads. He conceded, however,  
it might be all for the best.

Prominent among other resi-  
dents of Marlborough Terrace are  
Frank Gibson, Robert O. Foote,  
Mrs. Mary Marotz, Mr. Kester,  
secretary of the Long Beach  
YMCA; Mr. Cuddy, retired Okla-  
homa cattleman; Mr. Morris and  
Mr. Miles.



Follow love and it  
will flee; flee love  
and it will follow  
thee.



## AT SANTA ANITA PARK DAILY EXCEPT SUNDAYS TILL FEBRUARY 29

Larger and more beautiful than ever, the big racing plant  
at Arcadia this year features the fastest thoroughbreds of  
East and West competing for the World's richest stakes  
... pari-mutuel betting, excitement and thrills galore!  
Racing starts Christmas Day.

Go Direct---Los Angeles to Main Entrance

... via Fast, Convenient and Comfortable Red Car Service  
No Traffic Hazards  
No Delays  
No Parking Fees  
Ride the  
BIG RED CARS  
For Schedules,  
Fares, Etc., Ask  
Agent or Conductor

PACIFIC ELECTRIC RAILWAY

AGENT—GEORGE E. MESEAR  
Central and Baldwin—Phone 219-3

## New Officers Of CYPSS Take Places On Sunday Evening

The Young People of the Con-  
gregational Church installed  
their new officers Sunday eve-  
ning, at 6:30 p.m. in the ladies  
parlor of the church.

The new officers are Dorothy  
Walsworth, president; Randolph  
Twycross, vice-president; Ray  
Fox, treasurer; Frances Olds, so-  
cial secretary; Genelle Paschall,  
secretary; Rudolph Hartman, pub-  
licity manager.

The retiring officers are Miss  
Cynthia Hull, president; Junior  
Davis, vice-president; Dorothy  
Walsworth, social secretary; How-  
ard Morgridge, secretary; Mary  
Ann Daley, treasurer, and Eugene  
Keagles, publicity manager.

An interesting address was  
given by Victor Neubling from  
the Congregational Church  
Headquarters in Los Angeles on:  
"The Midwinter Conference at  
Riverside."

## YELLOW JACK COMING TO THE PLAYHOUSE

"Yellow Jack," Sidney How-  
ard's thrilling play of the strug-  
gles of Dr. Walter Reed and his  
associates, opens at the Pasadena  
Community Playhouse on Tuesday  
night, January 14, continuing  
through the 25th. On a battle  
front, extending from Africa to  
Cuba, "Yellow Jack" has no ap-  
peal for weak-kneed theatregoers  
for its army camp setting gives  
it an air of anything but drawing  
room repartee. It is stern and  
vital theatre alive and glowing  
with realism.

"Noah," Andre Obey's sensa-  
tional play of the Noah family,  
will complete its run at the Play-  
house tomorrow.

## Boy Scouts Invade Old Ghost Towns In Famed Calico Hills

One event of the holiday vaca-  
tion period, that will be remem-  
bered by the local boys, was a  
Boy Scout jaunt up to Borate in  
the desert, which was participated  
in by a number of Sierra Madre  
Scouts. Sports, dear to boyish  
hearts, were enjoyed, which in-  
cluded visits to historic old ghost  
camps, and peeps into famous  
mines, among them, the storied  
"Calico" mine, in the Calico hills,  
near Barstow.

Among those who spent three  
delightful days with the 312 Boy  
Scouts from the San Gabriel Val-  
ley unit were John Gossard,  
Richard Twycross, Norman Jen-  
sen, Larry Garland and Richard  
Lorenzini, and Randolph Twy-  
cross, who drove the boys.

## Fire Flames

By One of the Boys

A LOT of the firemen had oc-  
casion to spray water  
around during the building  
of the float and naturally they  
felt at home. A moss that was  
necessary for the life of the flow-  
ers was applied and this required  
much water. As the ground be-  
came wet, the firemen who  
worked on the float were of more  
value. Much credit must be given  
Mr. Kennedy of the Barlow Estate  
for his suggestion as to the moss.  
Had it not been for him, the moss  
would probably have been neg-  
lected.

Although the firemen have been  
vitaly interested in the Wistaria  
Vine for a number of years, it  
was no suggestion of theirs  
that the New Year's float repre-  
sent the great vine. Nor was this  
the reason that the men took an  
active part in the construction of  
it.

What could be worse than to  
be stranded miles away from the  
Rose Bowl with a ducat to the  
game in your pocket. Such was  
the case with Joe Swanson after  
the parade on New Year's Day.  
Joe, who drove the Sierra Madre  
Float, stuck by the ship with the  
expectation of meeting his nephew  
at Tournament Park, but after  
waiting too late to even walk to  
the Rose Bowl, our illustrious  
secretary meandered over to La-  
marda Park and came home with  
the valuable ticket still in his  
possession. He still has it. Due to  
the heavy traffic at the post  
showing of the floats, his nephew  
was unable to reach him.  
Tonight is regular drill and

meeting night and with the  
Christmas Party and New Year's  
Float over with, there should be  
nothing but plenty of time to drill  
and argue. All the members of  
the department are now in town,  
which will make for the old 100  
percent attendance.



What part are you playing in  
Sierra Madre's Big  
BETTER HOUSING CAMPAIGN?  
**Sierra Madre Lumber Co.**  
J. S. BILLHEIMER, Manager  
35 East Montecito Phone 23

## Business and Professional Directory

<b>Attorneys</b> <b>ROBERT MITCHELL</b> and <b>NOREN EATON</b> <b>ATTORNEYS-AT-LAW</b> 520 H. W. Hellman Bldg. Los Angeles, Calif. Telephone MI 3427	<b>Osteopaths</b> <b>DR. MARY GROTH</b> <b>OSTEOPATH</b> <b>PHYSICIAN &amp; SURGEON</b> 144 E. Highland Ave. For Appointment Phone 285-1
<b>Marcus A. Woodward Jr.</b> <b>Attorney at Law</b> 99 Suffolk Ave., City. Tel. 72 Consultation 9-12 a.m. only	<b>Dr. Bruce F. Sims</b> <b>Physician-Surgeon, Osteopath</b> Hours 10-12, 2-5 38 E. Huntington Dr., Arcadia
<b>William R. Elam</b> <b>ATTORNEY-AT-LAW</b> Phones: Arcadia 2294; Res. Arcadia 736 56 E. Huntington Dr., Arcadia	<b>Dr. C. L. T. Herbert</b> <b>Osteopath</b> Office in Patio S. M. Hotel <b>TELEPHONE 57</b> Res. Phone 215-1
<b>Contractors</b> <b>J. Shelton Gordon</b> General Building Contractor Pasadena, California Office: 3420 E. Foothill Blvd. Wakefield 5925 Residence: 1689 Elizabeth St. Niagara 5179	<b>May Culbertson Laidlaw</b> <b>OSTEOPATHIC PHYSICIAN</b> Hours by Appointment Office and Residence 83 N. Sunnyside—Phone 296-2
<b>DURHAM</b> <b>DESIGNED</b> <b>DURABLE</b> <b>HOMES</b> <b>W. B. Durham</b> Phone Sierra Madre 330-2	<b>Eye, Ear, Nose, Throat</b> Established 1907 Hours 9:30 to 4:30 Phone 178 <b>Dr. W. G. Barks</b> <b>OPTOMETRIST</b> Glasses Fitted Lenses Replaced Examination by Appointment 559 S. Myrtle Ave. MONROVIA, CALIF.
<b>Dr. J. L. Woehler</b> <b>X-Ray -- Dentist</b> 31 South Baldwin Avenue (next to Post Office) <b>Telephone 45</b> <i>Evenings by Appointment</i>	<b>Phonics: Office 585, Home 539</b> <b>CARL F. BASS</b> <b>Optometrist</b> Glasses Fitted, Lenses Duplicated Office Hours 9 A.M. to 4 P.M. 50 1/2 E. Huntington Drive Arcadia, California
<b>Geo. W. Groth, M.D.</b> 94 N. Baldwin <b>Phone 20</b> <b>Physicians and Surgeons</b>	<b>Plumbing</b> <b>and</b> <b>SHEET METAL</b> <b>SIERRA MADRE</b> <b>HARDWARE CO.</b> 31 West Central <b>Phone 98</b> Night: Phone 299-4
<b>M. H. A. Peterson, M.D.</b> <b>Physician &amp; Surgeon</b> Office 65 E. Central Ave. Phone 60—Residence phone 78 Hours 2 to 4 p.m. Daily except Saturday and Sunday and by appointment	<b>Refrigerator Service</b> <b>Telephone</b> <b>Rent Paid?</b> DISCOUNT IF PAID BY 20th Office Hours: 8 a.m. to 5 p.m. Saturday, 8 to 12
<b>Electrical</b> <b>EBER THOMAS</b> <b>Electrical Service</b> 62 W. Central, 770 Canyon Crest Wiring — Repairing Office Phone 348-2 Res. Phone 303-3	<b>Undertakers</b> <b>G R A N T</b> <b>Funeral Parlors</b> 201 W. CENTRAL <b>Telephone 93</b>
<b>Dentists</b> <b>Dr. Thos. Warden</b> <b>DENTIST</b> Hours 8:30 to 12; 1:30 to 5 Phone 186-1 522 W. Central Office Closed on Fridays	<b>Get our prices</b> <b>on your</b> <b>JOB PRINTING</b> <i>no matter</i> <i>what size job you</i> <i>want.</i>

**REAL Economy**  
**PLUS**  
**RECOGNIZED Quality**

THE RECENT coordination of the facilities of the SANTA FE TRAIL SYSTEM, motor buses, with those of the SANTA FE RAILWAY, brings to the traveler the *bed rock economy* of bus transportation—plus the SANTA FE'S *recognized quality* of management. ★ To illustrate the extreme low cost of a journey in modern, roomy SANTA FE buses, we quote a few

EXAMPLES OF LOW RATES EAST			
CHICAGO . . . . .	\$29.50	NEW YORK . . . . .	\$42.25
ST. LOUIS . . . . .	27.50	PHILADELPHIA . . . . .	41.40
NEW ORLEANS . . . . .	27.50	DETROIT . . . . .	32.50

SIMILAR LOW FARES TO MANY OTHER POINTS

**FRED HARVEY MEALS FOR OUR PATRONS**  
This famous dining service, linked with the SANTA FE rail travel for 60 years, now becomes available to Santa Fe Trail System bus patrons—a striking example of the results of this union of Quality and Economy. These meals, served in attractive Fred Harvey Dining Stations during restful meal stops, are generous, of uniform excellence, and are priced to save you money: Breakfast 25¢, 35¢ and 40¢; Luncheon 35¢, 40¢ and 45¢; Dinner 40¢, 45¢ and 55¢.

FOR ECONOMY PLUS QUALITY, TRAVEL SANTA FE TRAIL

**SANTA FE TRAIL SYSTEM**

404 E. Colorado St., Phone Wakefield 2134, Pasadena  
Or any Santa Fe Railway Agent

## WANT ADS

Classified Rates  
And Instructions

Ten cents per line for first insertion; 7 cents per line for subsequent insertions. Count five words to the line. Two initials count as one word. The minimum charge is 25 cents. In order to avoid expense of bookkeeping and collecting it is desirable that all classified advertisements be paid in advance, unless you have ledger account with THE NEWS. Classified Ads received after 5 p. m. Wednesday may be run under heading 'Too Late to Classify.'

## WORK WANTED

FURNITURE repairing, carpentering, painting and general repairs, door locks and windows. Call, The Handy Man. Phone 334-1. B. A. Platte. 11:15a

## HELP WANTED

WOMAN or young girl to assist in small home; elderly lady; invalid daughter. Not T.B. No laundry; small wages. Brown, 46 E. Laurel Ave. 16\*b

## MISCELLANEOUS

HARDWOOD FLOORS polished, Old floors made like new. Oak floors installed over old pine floor. Call Arcadia 2830 or Address Box K, News Office. —24:11f

## LEGAL NOTICE

ORDINANCE No. 371

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SIERRA MADRE, CHANGING THE NAME OF THAT CERTAIN STREET RUNNING EASTERLY AND WESTERLY FROM THE WESTERLY BOUNDARY LINE TO THE EASTERLY BOUNDARY LINE, HERETOFORE KNOWN AS CENTRAL AVENUE AND ESTABLISHING THE SAME AS SIERRA MADRE BOULEVARD.

The City Council of the City of Sierra Madre do ordain as follows:

SECTION I. That the name of that certain street heretofore known as or called, or any portion of which may be or may have been known as or called Central Avenue, running Easterly and Westerly in said City of Sierra Madre from the Westerly boundary line to the Easterly boundary line of said City, be and the same is hereby changed to and established as Sierra Madre Boulevard.

SECTION II. The City Clerk shall certify to the passage of this Ordinance and its approval by the Mayor of the City of Sierra Madre, and shall cause the same to be published by one insertion in the Sierra Madre News, a weekly newspaper of general circulation, published and circulated in said City of Sierra Madre.

Adopted and approved this 8th day of January, 1936.

H. C. REAVIS,  
Mayor of the City of Sierra Madre.

ATTEST:  
WAVERLY E. PRATT  
City Clerk of the City of Sierra Madre,

STATE OF CALIFORNIA  
COUNTY OF LOS ANGELES ss.

I, Waverly E. Pratt, City Clerk of the City of Sierra Madre, do hereby certify that the foregoing Ordinance was duly passed by the City Council of the City of Sierra Madre, State of California, and

FOR SALE  
MISCELLANEOUS

TYPEWRITERS as advertised on March of Time Radio program. All Portables. Repairs all makes. C. M. Hightower, at Woodson Jones', 27 N. Baldwin. Phone Sierra Madre 32 or Colorado 5265. —16\*e

Protect What You Have!  
Insure your property in  
Old Line Companies

C. A. ALLEN  
18 W. Sierra Madre Blvd.  
Realtor — Insurer  
Telephone 309

approved by the Mayor at a regular meeting thereof held on the 8th day of January, 1936, and that the same was passed by the following vote, to-wit:

Ayes: Councilmen Schwartz, Lees, Froehlich and Reavis.  
Noes: None.

Absent: Councilman Layton.  
IN WITNESS WHEREOF, I have hereunto set my hand and affixed the seal of the City of Sierra Madre, California this 8th day of January, 1936.

WAVERLY E. PRATT,  
City Clerk of the City of Sierra Madre.

NOTICE OF COMMISSIONER'S  
SALE ON FORECLOSURE  
No. 382144

G. L. ELLSWORTH, Plaintiff  
vs.  
ELEANOR S. THISTLEWAITE,  
et al., Defendants.

In the Superior Court of the State of California in and for the County of Los Angeles

By the judgement and decree of the above entitled court in the above entitled action, entered and recorded on the 31st day of October, 1935, in judgment book 914 at page 361, et seq., wherein the above named plaintiff obtained judgement and decree of foreclosure and sale for the sum of six hundred six and 19/100 Dollars plus interest and costs, to which judgement and decree reference is hereby made, and by order of sale issued to me by the clerk of the said court pursuant thereto, I am commanded to sell at public auction all of the following described premises, situate, lying and being in the City of Sierra Madre, County of Los Angeles, State of California, and bounded and described as follows, to-wit:

Lot 32, Pinney Hotel tract, as per Map Book 17, Page 37 of Miscellaneous Records of Los Angeles County, situated in the City of Sierra Madre, County of Los Angeles, State of California.

PUBLIC NOTICE IS HEREBY GIVEN that on Tuesday, the 4th day of February, 1936, at 12 o'clock noon of that day, at the eastern and Spring Street entrance of the Los Angeles County Hall of Justice, in the City of Los Angeles, County of Los Angeles, and State of California, I will sell the above described property, or so much thereof as may be required in compliance with the said order of sale and decree of foreclosure and sale, to the highest and best bidder for cash.

R. E. ALLEN,  
Commissioner appointed by said Court.

RALPH F. BAGLEY  
201 Bank of America Building,  
Beverly Hills, Calif.  
Attorney for Plaintiff.

## KING FOR A WEEK!!!



Beef is king this week at all Safeway markets in Western United States, having been officially crowned yesterday by Miss Estle Pett, auburn-haired Southern California beauty. All over the organization Western grown beef is being featured in Safeway's Fourth annual beef week.

Kiwanians  
Install New  
Officials

Rev. Arthur O. Pritchard Assumes Duties of the Club Presidency

Rev. Arthur O. Pritchard, pastor of the Congregational church, was installed as the new president of the Sierra Madre Kiwanis club Tuesday night at installation ceremonies conducted by Hobart Alter of the Ontario Kiwanis club and newly-elected lieutenant-governor of this Kiwanis district. Preceding the presentation of the president's button, Mr. Alter stated that "Sierra Madre is a very unique town with a fine body of people. An exceptional record of service over a period of years is requisite of a Kiwanis president. The members of this club have elected you, Arthur, because of your fine work in the community and because they feel that you are capable of fulfilling the duties of the presidency. He then stressed the importance of the other officers of the club and installed Dr. M. H. A. Peterson as vice-president, Jack Hosford as secretary, and Bill Middough as treasurer. Club directors were introduced and installed. They are Harry Lang, John Spoelstra, Ray Calkin, Dr. J. Earl Gossard, Roy Pickett and Charles B. Klunk. A past president's button was presented to Clarence Huntsinger, who was president of the club for 1935.

At the close of the ceremonies Mary Novis White, sister of the famous singers Don and Ted Novis, sang several songs.

HOMETOWN CHILDREN  
DANCE IN PASADENA

Among delightful affairs given over in the Crown City during the holiday season was the presentation of former dance pupils of Miss Ruth von Klunk, at the Hotel Green on Xmas Eve. The following little artists participated: Marvel and Roberta Roberts, Alberta Myers, Nancy Lee Bumpus, Marilyn Middough, Mary Lou Lovejoy, Ada Mae Hill, June Colbert, Donald Miller, Maxine Burroughs, and Grace Jensen.

Vestrymen  
And Rector  
Re-elected

Episcopal Churchmen Hold Thanksgiving Service As Reports Are Read

The annual trustee's meeting held at the Church of the Ascension on Monday evening was, decidedly, a "rejoicing meeting" in every sense of the word, by virtue of the fruitful work accomplished in 1935.

The annual report showed that \$250 have been paid on the mortgage; and that funds will be available to make another payment of \$300 by the end of the year. Splendid reports were given by the heads of the various guilds and departments. All diocesan and missionary obligations have been met in full, the meeting was told. The vestrymen and rector were unanimously re-elected as follows: Dean Arnold G. H. Bode, rector; vestrymen, J. H. Robertson, C. F. Vannier, Thomas Meador, Jedney Davis, Elmer Pulling and Sam Graham.

Miss Edna Green, secretary; Mrs. T. Flather, treasurer; and Mrs. Floyd, secretary of the U.T.O., gave comprehensive reports of the year's work in the Woman's Guild. Mrs. Webster Pickett and Miss Jean Woodward gave a survey of the activities of St. Catherine's Guild. Mrs. Kitzman gave an interesting report on the choir work.

The Bishop sent out an edict to gain a ten per cent increase in Sunday School pupils, but Dean Bode gathered a thirty per cent increase into the fold.

The influence of Deaconess Potter over the young ladies in the Sunday School came in for its just share of commendation, together with the altar work and the women who are responsible for its success.

ILLINOISANS TO PICNIC  
The Illinoisans of Southern California will hold their picnic reunion, all day Saturday, January 18th, in Sycamore Grove Park, Los Angeles. All the usual attractions will be offered including the county registers.

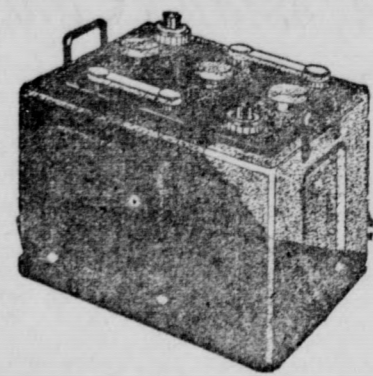
City's Solid Growth  
Gives Former Local  
Editor Real Thrill

Capt. J. F. Whiting, a former editor of THE NEWS, later skipper of the steamer "Peer" and now a resident of Redlands, was in Sierra Madre last Thursday to wish many friends among the older residents here a Happy New Year.

"The greatest thrill I got out of my trip here was to see Sierra Madre's float in the Rose Tournament," said Capt. Whiting, "and there is no end to the joy I feel over the very substantial growth of the city. The newer homes here are splendid. I met some of the newcomers; the homes reflect their personality to a large degree. I'm sure Sierra Madre will be the most desirable home place in all Southern California, not eventually, but shortly."

LOCAL WOMAN HITS A  
LONG SHOT AT TRACK

Mrs. D. C. Preston, proprietor of the Coffee Shop, looked particularly blooming last Tuesday morning. When pressed for an explanation, she admitted winning \$35 the previous afternoon at Santa Anita when Tamalpias romped home. It was a field day for the long shots.



The Sun  
Won't  
Always  
Shine

Avoid rainy morning mishaps... Don't let a dead battery start your day with rain drops...

Let us give your Battery  
a thorough check-up

## NORM'S GARAGE

54 North Baldwin Avenue  
Day and Night Tow Service  
Phones 164-1 — 293-4 — 120-4

Out goes turkey —  
IN COMES  
**BEEF**

Now is the time to change from rich, sweet foods to more nourishing menus. Plan your meals for beef. Our markets are ready to provide you with savory roasts, steaks and other economical cuts, far above the average in goodness, featured this week in our 4th Annual Farmer-Consumer Beef Campaign.

**FREE BEEF CHART**  
Julia Lee Wright, of our Homemakers' Bureau, has prepared a pamphlet that lists cuts of beef and gives methods of cooking them. Ask for your FREE copy at our nearest market. Be early—supply limited.

**PRIME RIB ROAST** Per Pound 23c  
Standing roast. The first five fancy ribs, cut from finest quality grain-fed steer. There's no better even roast than prime rib. Delicious, hot or cold. (Boneless rolled roast, lb. 28c)

**BEEF ROAST** Per Pound 16c  
Your choice of blade or seven-bone roast from the center of the chuck of fancy steer beef. Pot roast, exceptionally rich in juices and flavor. We do not sell necks cuts as roasts.

**SIRLOIN STEAK** Per Pound 25c  
Ask the market man to cut your steak to order. T-Bone steaks, lb. 30c. Porterhouse, Top Sirloin or Filet Mignon steaks cut on request. You'll enjoy these prime steer beef steaks.

**ROUND STEAK** Per Pound 27c  
Select cuts from round of beef. Your choice of round steak, swiss steak or ground round.

**BOILED CORNED BEEF** 11c  
FOR A NEW ENGLAND  
We recommend our Plate Rib Beef. It is economical and nourishing. Serve it with plenty of vegetables. Per pound

**BUTTER** Per Pound 39c  
Lucerne Brand, Fancy Grade.

**BUTTER** Per Pound 38c  
La France Brand, Choice quality.

**EGGS** Large Per Dozen 29c  
Lucerne Extras—in cartons.

Meat prices available through Sat., Jan. 11, in Los Angeles and neighboring towns at Safeway-operated markets.

**Stokely's Tomatoes** 13c  
Solid Pack, No. 2 1/2 can

**Chicken of the Sea** 25c  
Fancy Tuna, No. 1/2 can for 2

**Shore Dinner** 15c  
Delicious Fish Loaf, 13-ounce can

**Medium Size Prunes** 13c  
Sunsweet Brand, 2-lb. package

**Extra Large Prunes** 10c  
Sunsweet Brand, 1-lb. package

**Large Size Prunes** 8c  
Sunsweet Brand, 1-lb. package

**Sperry Pancake Flour** 10c  
Also for waffles. Small package

**Sperry Waffle Flour** 17c  
Also for pancakes. Large package

"Folks Act Queer in Fires"  
Another "fire" article by Paul W. Kearney in this weeks Family Circle Magazine

**ONE METAL BUDDY HELMET**  
AND  
**THREE CANS OF**  
**Holly Cleanser**  
All For **25c**

**Libby Peaches** Sliced or Halves 2 No. 2 1/2 cans 29c

**Libby Corned Beef** 12-ounce can 15c

**Sugar** Pure Cane Sugar 10-pound bag 49c Fine granulated 10-pound bag 47c

**Airway Coffee** Three pounds 44c 15c  
One pound package

**Maxwell House** "Vita Fresh" COFFEE 25c  
One pound can

**Beer** Padre Beer—Bottles extra (Available in licensed stores) 11-ounce bottle 5c

**Jell-O** Assorted flavors in fresh gelatin. Note low price. Per Package 5c

**Fruit Cocktail** Dainty Mix No. 1 can 10c

**Libby Pineapple** Fancy Sliced No. 2 1/2 can 16c

**Libby Orange Juice** No. 1 can 10c

**Durkee's Troco** Premium Mergarine 2 Pounds for 29c

**Crisco Shortening** Pure Vegetable Shortening Pound can 20c

**Snowdrift** 20c

**Kidney Beans** Stokely's Finest 2 No. 2 cans 17c

**Lima Beans** Seal-Be Brand Dried, cooked 2 No. 1 cans 13c

**Tomato Soup** Van Camp Brand 10 1/2-ounce cans 3 13c

**Brown Sugar** Golden Brown In cartons. Per Pound 6c

**Dog Food** Dr. Ross 2 Small cans 9c 2 Tall cans 15c

**Strongheart** DOG FOOD 3 Tall cans 13c

**Red Line Brooms** 5-sew Each 29c

**White King** Granulated SOAP Large Package 29c

**Laundry Soap** White King Per Bar 3c

**Clorox Bleach** Liquid, Large size bottle. 13c

January  
Clearance Sale  
Greatly Reduced Prices

**Woman's Dresses**  
Voiles and Prints \$1  
regular \$1.95

**Woman's Blouses**  
Knit and Rayon 59c  
reg. \$1.25

**Twin Set Sweaters**  
Brushed Wool \$2.95  
\$3.75 to \$4.45

**Brushed Wool Sweaters**  
Misses and Small \$1.95  
Women's \$1.95  
Men's Brushed Wool Sweater \$1.95

**Silk Hose**  
Phoenix and Mission—  
Broken sizes, Med. and  
Light Colors \$1.50 to \$1.95 75c

**Silk Hose—Chiffon and Service.** Long and knee length 49c

**Boys Dress Shirts**  
White and Colors 65c

**Ankle Sox, White and Colors, 2 for 25c**

36 in. Outing 15c  
36 in. Gingham 15c  
18x36 Huck Towels 15c

**J. F. SADLER & Co.**  
9 Kersting Court Phone 264-1

## OUR INVENTORY

just completed, shows some over-stock items, also 1935 models in

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## Greatly Reduced Prices

and on convenient terms

## Refrigerator Bargains

also many small articles such as  
Field Glasses at 50c, 79c, \$1, \$1.50

**Sierra Madre Hardware Co.**

**SAFEWAY**

# Anniversary Of Church To Be Observed

Celebration In March To Mark 50th Birthday Of The Congregational

The annual meeting of the First Congregational Church was held on Wednesday evening in the social hall of the church. After a pot-luck supper which was enjoyed by over a hundred persons, the meeting was called to order by the pastor, Rev. Arthur O. Pritchard. Reports were given the officers and heads of organizations covering school, the woman's society and the young people, the Scouts and the clerk and treasurer.

The clerk, Mrs. G. S. Bovard, reported that during the year eight members had died which is more than any previous year of which there is record. Seventeen new members were received and eight transferred, so that the membership on January 1st was 211. The report of W. S. Hull, treasurer, showed a balance in all funds of nearly \$100.

The most important action was the decision to celebrate the 50th anniversary of the church with appropriate exercises sometime in March. A committee for this purpose was elected consisting of C. W. Jones, chairman; Mrs. Anna Bacon, Mrs. G. B. Morgridge, Mrs. A. O. Pritchard, and Edwin Ward, Jr.

It was also voted to mark the year by raising a jubilee fund of \$5000 to be applied to the church debt. In token of his devoted and faithful service to the church, it was unanimously voted to make a part of this \$5000 a memorial to Edward E. Bacon, for 10 years chairman of the building committee of the present church. Before the meeting adjourned a substantial beginning to this fund had been made.

# Two Masonic Lodges Install Officers Here On Wednesday

Joint installation of officers of Sierra Madre Lodge No. 408 and Arcadia Lodge No. 547, F. & A. M., will take place at the Sierra Madre Masonic Temple, Wednesday, January 15, at 8 p.m. Installing officer will be Worshipful Leslie M. Renaker, Inspector of the 93rd Masonic District. Worshipful Master Thomas Miller, Jr., Sierra Madre lodge, will act as master of ceremonies. Soloist and organist, respectively, will be Joe R. Eastwood and Francis Kitzman.

Officers of the Sierra Madre lodge to be installed, with their titles, are: Marion Lee Hays, Worshipful Master; Harold H. McMillan, senior warden; Jack Buchanan, junior warden; Rudolph R. Hartman, treasurer; Thomas M. Schwartz, secretary; Frederic C. Herrmann, chaplain; Howard Miller, senior deacon; Reading L. Davis, junior deacon; Leonard L. Wammock, marshal; Ben S. Stinson, senior steward; Sam Graham, junior steward; and Henry Rintleman, tyler.



THANKS TO VITAMIN A

children grow HUSKIER, HEALTHIER!

● Vitamin A—for promoting growth, building resistance against colds. Children prefer it this tasteless way in tiny capsules. Capsule equals about 4 tps. cod liver oil.

Puretest HALIBUT LIVER OIL CAPSULES

50 for \$1

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A REAL BARGAIN The "Wistaria Town" float committee offers for quick sale at a real bargain approximately \$45 worth of lumber used in the float's construction. Same may be seen at the yards of the Sierra Madre Lumber Co., East Montecito avenue. Snap for building or repair work.

C. G. HUNTSINGER, Treas.

# Woman's Club Notes....

WEDNESDAY'S program at the Sierra Madre Woman's Club opened the new year with a promise of versatility and well balanced diet.

Lucia Trent Cheyney was the luncheon speaker, preceded by Rev. Father Hyacinth Clarey, who gave the invocation. The speaker of the afternoon was David M. Roth who discussed "How Good is Your Memory?"

Mrs. Cheyney has the blessed faculty of transporting her hearers into the very depths of her subject, and really, building, as she so aptly expressed it, "A bridge of sympathy between man to man, and race to race."

"The poet should not be regarded as an inaccessible aloof person," she said. "On the contrary they are perfectly natural people who have never lost their childlike enthusiasm. Poetry is an act of faith, and should contradict what Max Eastman said, 'The poet in history is divine; but the poet in the next room is a joke.'"

Mrs. Cheyney read several of her poems, among them her prize-winning number from "Better Verse," "Geard to Fifth," and "Halo of Sunset," "Spring Flower Suggestions," "Earth Magic" and "Always New Life."

Mr. Roth performed some mental gymnastics in the afternoon that were equally as illuminating. "Memory will function if it is given a chance," he asserted. He then proceeded to give several tests on the blackboard which include the entire audience.

The discussion of whether the club should hold its sessions in the morning or afternoon, also took place. It was decided to send a questionnaire to all members, asking them how they feel upon the question.

The birthday table was, as usual, most attractive, and had seven members gathered around it. Mrs. Dixie Gomes, whose birthday it was, happened to be the only January child.

The Sections Divisions of the club are holding their meetings on regular schedule now, starting at 10 o'clock today, and continuing until 4 o'clock.

# FINE OLD FAVORITE AT LYRIC THEATRE

Playing today and tomorrow at the Lyric Theatre in Monrovia is "Millions in the Air," the first full-length feature to be devoted to the amateur-hour theme. All the drama of this vastly popular new entertainment medium is brought into the film story. In the cast are John Howard, Wendy Barrie, Willie Howard, Benny Baker, and Eleanor Whitney.

On the same bill, by popular request, is the return engagement of the immortal "Smilin' Through," starring Norma Shearer and Frederic March.

The program for Sunday, Monday and Tuesday, January 12, 13 and 14, offers the MGM picture "Rendezvous," starring William Powell and Rosalind Russell, supported by Eddie Egan, Lionel Atwill, Cesar Romero, and Sam Hinds. Innermost secrets of America's Black Chamber are disclosed in "Rendezvous," which is reported to be faster and funnier than "The Thin Man." Also on the program is the Wheeler and Woolsey laugh-riot, "The Rain-makers," with Dorothy Lee.

# Would You Drive a Car Without Brakes?

It's more dangerous to drive without INSURANCE

T. W. Neale INSURANCE REAL ESTATE

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# Interest For Three Years Is Due City

Throwing a monkey wrench into County Treasurer H. L. Byram's 1935-36 budget, the State Supreme Court has ruled that school district funds must be credited with approximately \$15,500,000 in interest earned by funds on deposit in banks. The ruling follows a petition to the Court by the county, in an effort to nullify the recent decision of the District Court of Appeals, which resulted in a victory for the Pomona school district.

Miss Elizabeth Steinberger, principal of the Sierra Madre school, expressed the opinion that "the county is broke" and hasn't the faintest idea where the money is coming from. Subject to collection, Miss Steinberger said, is three years back interest due the Sierra Madre school district.

Aftermath of the decision, the Woodrow Wilson Junior High School P.T.A., of Pasadena, at a meeting on Wednesday, petitioned the Pasadena Board of Education to place the school building program in its budget for the coming year, and to start the program, as originally planned, as quickly as possible.

# AQUEDUCT PICTURES

Talking pictures on the Colorado River aqueduct were shown by Lynn Smith of the Metropolitan Water District on Monday night at the City Park House. The pictures were a feature of the weekly classes on building being conducted every Monday night by Jack Hosford, local building inspector.

On Monday night, January 13, at 7:30 p.m. in the City Hall, talking pictures through the courtesy of the Southern Counties Gas Company will depict "The First Million Years." Colored pictures of the San Diego Fair will also be shown.

# TOO LATE TO CLASSIFY

LOST—Black and White framed glasses. Reward. 425 Sturtevant Drive. —16\*g

# Your Mirror will tell you if your best friend won't

Watch Your Appearance LANGLEY'S BARBER SHOP KERSTING COURT

# BIRTHDAY GREETINGS...

THE NEWS extends birthday greetings and its best wishes this week to the following Sierra Madreans, whose birthdays are indicated.

Consuela Spehr Jan. 11  
Jack Paschall Jan. 12  
Mrs. F. P. Conard Jan. 12  
Howard C. Lieben Jan. 13  
Dorothy M. Wernicke Jan. 13  
Wilbur Anderson Jan. 14  
John Henderson Jan. 14  
Russell Jensen Jan. 15  
Eunice Albrecht Jan. 15  
Mrs. W. L. Hibbs Jan. 15  
F. L. C. Roess Jan. 15  
Mrs. Ralph Twedell Jan. 15  
Preston Evans Jan. 16  
Mrs. Graeme Smith Jan. 16  
J. R. Evans Jan. 17  
Mrs. J. O. Smith Jan. 17  
Odelia Trejo Jan. 17  
Mrs. Cosmo Grippi Jan. 17  
Tony Delvecci Jan. 17  
Odelia Trejo Jan. 17

# Townsend's Plan Forum's Next Subject

Unless all signs fail the auditorium of the Sierra Madre Grammar School will be thronged next Tuesday evening when the Sierra Madre Forum devotes its session to the Townsend Old Age Pension Plan. The main speaker of the evening will be the Hon. Nathan W. Hale, former congressman from Tennessee and former Democratic National Committee man. Mr. Hale, widely known as a forceful speaker, is a descendant of the old Revolutionary family to which the first Nathan Hale belonged, and is an ardent, though thoughtful, advocate of the plan for which he will speak.

To hear him, according to Mrs. Fellows, member of the local Townsend Club, delegations will be present at the Sierra Madre meeting from Arcadia, Monrovia, Azusa, Glendora and Baldwin Park. Other Townsendites, those interested in first-hand information concerning the movement, have signified their intention to come over from Pasadena, San Marino, and other communities to attend the meeting.

The management of the local Forum explains that in devoting next Tuesday's session to the Townsend followers it is simply fulfilling its determination to give every legitimate movement a hearing, to the end that the Forum serve the educational and broadly social purposes to which it is dedicated.

Next Tuesday's meeting, as usual, will be called to order at 7:45 p.m., and in view of the expected crowd the local supporters of the Forum are advised to be there early.

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# Civic Forum Gives OK To Myers' Plan

(Continued from Page One)

clared, functional consolidation amounts to having the county supplying the simple necessities of government; while the community through its council determines what "frills" are desirable, and for which it is ready to assume the added financial burden.

The speaker, a lecturer on municipal efficiency at USC and a member of the county planning board, said the eyes of municipal officials throughout the Nation will be upon Sierra Madre, in that, if the city decides to let the county take over local duties it will be the first time such a sweeping action has been taken by any small town.

On the other hand, he said, "functional" consolidation is not a new departure in government. Many small cities have let larger and more efficient governmental bodies assume specific duties, because of greater efficiency and lower cost. He cited as examples in this county, the fact that 34 of the 44 incorporated municipalities—Sierra Madre included—have turned over to the county the jobs of assessing for taxation, and tax collecting; that the county handles public health services in 36 municipalities, and activities of sealors of weights and measures in all 44.

The advantage, he continued, of just turning over administration to the county, and not being annexed, is that the "unique" character of Sierra Madre remains, yet government costs less.

The speaker likened a small community to any individual who has character, initiative, ambition and ideals, all of which are lost when it grows too big.

The board of which Mr. Whitnall is a member, has been carrying on its research for three years, and has just completed its work. The findings will shortly be in book form and available to anyone interested. All together, the board found 454 taxing agencies in the county, all of which were necessary at the time created, but now duplicating many services, even though not "overlapping" in a strict sense.

In one respect, Mr. Whitnall said, the county must first look to its own affairs before it undertakes to assume activities of smaller groups. The county government in many ways is antiquated and unwieldy and must be improved.

Supervisor Herbert C. Legg also addressed the Forum, complimenting Sierra Madre for its action in endeavoring to lower governmental costs. If all taxpayers were as forward looking, he said, governmental expenses would be much less. The trouble is, he said, that the taxpayer usually chooses to "howl" only once a year, when the budget is being adopted, while other special privileged groups are organized, and howl all the year round for their own private ends.

"You help us to reduce taxes," he made the ringing assertion, "and we'll help you. We're working for the benefit of all the people."

Supervisor Legg declared himself greatly in favor of the consolidation of counties, of which there are 58 in California. This total could be tremendously reduced, he said, with a large saving to the taxpayers.

City Manager Al Myers spoke briefly on the subject of equalizing the differences in taxes paid by incorporated and unincorporated areas.

Mr. Myers illustrated his remarks by citing as example the taxes paid on a \$1000 home in Sierra Madre and a \$1,000 home in Altadena. In both areas a tax for county purposes of \$1.19 is paid, but Altadena assesses the home owner only \$2.02 additional for fire protection, lighting district, library and flood control; whereas these services locally cost \$4.47.

A few of the other outstanding features of the tax set-up between Altadena, in an unincorporated part of the county, and Sierra Madre, representing the incorporated areas," Mr. Myers continued, "may be stated as follows:

"Sierra Madre pays the county \$1,500 for its health service, for example, under the present County contract, while Altadena, four times as big as Sierra Madre, pays nothing. While the county tax rate in both towns is the same, that is to say \$1.19. In other words, the health service of big Altadena is paid for by the county out of the regular tax, from which we may infer that the same service should be rendered Sierra Madre also without extra charge.

"In the same way we pay \$350 for the assessment and collection of taxes—a county job—while Altadena again pays nothing. From this again comes the right conclusion that there is a duplication here also in the Sierra Madre cost of government.

"The subject is a complicated one—not one to be summed up briefly. For while Sierra Madre ostensibly carries a much heavier burden as compared to Altadena, it shouldn't be forgotten that Sierra Madre is gradually paying off its debt on a magnificent civic plant, a community estate—of parks, streets, water-plant, and so forth, with service included, while all that Altadena pays is for service—furnished by the county—while in the meantime it acquires nothing at all of its own."

The audience attending the Forum—one of the largest and most enthusiastic in recent times—filled the civic auditorium to capacity.

# Round the Town

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Mrs. Marion L. Hays, of 248 San Gabriel Court, is about again after undergoing a serious operation. However, her husband, Marion L. Hays is confined to bed with a severe cold.

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# The Sierra Madre SHOPPING NEWS

U. S. POSTAGE  
Sec. 435½, P.L.&R.  
**PAID**  
Permit No. 18  
Sierra Madre, Calif.

Ret. Postage Guaranteed

SIERRA MADRE SHOPPING NEWS

FRIDAY, JANUARY 10, 1936

## HEAR Nathan Hale!

at School Auditorium

Tuesday, Jan. 14, 7:30 P.M.

auspices of

### Forum & Townsend Club

Descendant of Revolutionary hero of same name. Farmer, merchant, manufacturer, Legislator, Congressman . . . now speaker for the Townsend Plan.

Admission Free --- All Invited

## HENRY'S COFFEE SHOP

at 45 North Baldwin

Phone 242-1

Fine Home-Cooked Meals Served at All Times  
Dinner Served from 11 a.m. to 8 p.m.  
Man-Sized Portions of Quality Food

Buy Here  
and be  
Satisfied

## Shop at Norris' Grocery

where you will  
receive the finest  
quality foods at  
reasonable prices

Choice Fruits,  
Groceries,  
Vegetables,  
Meats

**NORRIS**  
1887

Our Store Is As Near  
to You as Your Telephone  
Phone 12  
331 W. Sierra Madre Blvd.

## Pitzer & Warwick

Clothes for Lad and Dad  
321 East Colorado Street

Store Hours 8:30 to 5:30 Pasadena  
Two Parking Lots—24 S. Garfield and 35 N. Euclid

Ellen Foote, Prop.

Phone 87

## Ellen's Beauty Shoppe

Unexcelled Beauty Service

4 W. Sierra Madre Blvd., upstairs

WHEN IN PASADENA VISIT OUR

Delightful Buffet with Rathskeller Atmosphere

SERVING

COCKTAILS AND ALL KINDS OF MIXED DRINKS

Mixed Correctly

ON TAP . . . ACME BEER

Spanish and American Dishes—Chicken and Steak Dinners  
Turkey and Steak Sandwiches — A la Carte Service

## GAMBRINUS

Manager  
BILL ORTMAN

30 North Euclid Pasadena

## RAINY DAYS

Are sure to come, sooner or later---  
Smooth tires and wet streets are  
no pals for anyone to bet on . . .

Why gamble or take a risk on  
a blowout or accident? Let us  
figure your tire problem with you  
at

## Pickett's Service Station

## ARCADIA

— THEATRE —

44 East Huntington Drive

ARCADIA

Admission 10c and 25c

Thurs., Fri. — January 9, 10

"VIRGINIA JUDGE"

with Walter C. Kelly and

Marsha Hunt — also

"I LIVE FOR LOVE"

with Dolores Del Rio and

Everett Marshall

Colored Cartoon, "Jack Frost"

Novelty

Sat., Sun., Mon. — Jan. 11, 12, 13

"Last Days of Pompeii"

Starring Norman Foster and

Dorothy Wilson — also

"MUSIC IS MAGIC"

with Alice Fay and Ray Walker

Latest March of Time, No. 9

Cartoon

Sat. Matinee—"Music is Magic"

Tues., Wed. — January 14, 15

Ginger Rogers, George Brent in

"IN PERSON"

also

"PETER IBBETSON"

with

Gary Cooper & Ann Harding

Pete Smith's "How to Sleep"

Program Sponsored by

Eastern Star

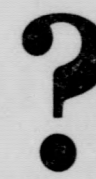
Thurs., Friday—January 16, 17

"Hands Across the Table"

and

"So Red the Rose"

Would You  
Drive a Car  
Without  
Brakes



It's more danger-  
ous to drive with-  
out INSURANCE

**T. W. Neale**  
INSURANCE  
REAL ESTATE

86 W. Sierra Madre Blvd.  
Phone 1161

We Are Equipped to Handle Any  
Size Job and Offer Quick Service  
Sierra Madre News—Phone 48  
Get Our Prices on Job Printing—



More miles of pleasure . . more money in your pocket . . when you drive  
**CHEVROLET FOR 1936**

### NEW PERFECTED HYDRAULIC BRAKES

the safest and smoothest ever developed

### SOLID STEEL one-piece TURRET TOP

a crown of beauty, a fortress of safety

### GENUINE FISHER NO DRAFT VENTILATION in New Turret Top Bodies

the most beautiful and comfortable  
bodies ever created for a low-priced car

### SHOCKPROOF STEERING\*

making driving easier and safer  
than ever before

**CHEVROLET** You may as well save  
money . . particularly  
when you can get more motoring  
pleasure in addition to substan-  
tial savings . . and that is the  
happy experience of people who  
buy new 1936 Chevrolets.

This new Chevrolet is fast! It's  
spirited! It goes places as you  
want your new car to go! And  
goes with less gas and oil! All of  
which naturally makes it a much  
better investment.

Come in—take a ride in this  
only complete low-priced car—and  
get proof of its greater value.

CHEVROLET MOTOR CO., DETROIT, MICH.

New Greatly Reduced  
**6% G.M.A.C. TIME PAYMENT PLAN**  
The lowest financing cost in G.M.A.C.  
history. Compare Chevrolet's low de-  
livered prices.

### IMPROVED GLIDING KNEE-ACTION RIDE\*

the smoothest, safest ride of all

### HIGH-COMPRESSION VALVE-IN-HEAD ENGINE

giving even better performance with  
even less gas and oil

**ALL THESE FEATURES AT  
CHEVROLET'S LOW PRICES**

**\$495**

**AND UP.** List price of New Standard  
Coupe at Flint, Michigan. With bumpers,  
spare tire and tire lock, the list price is \$20  
additional. \*Knee-action on Master  
Models only, \$20 additional. Prices quoted  
in this advertisement are list at Flint, Michi-  
gan, and subject to change without notice. A  
General Motors Value.

## CENTRAL MARKET

CHAS. E. DAVIS FREE DELIVERY TWICE DAILY

38 WEST SIERRA MADRE BLVD. PHONE 97

Our Boneless Steer Pot Roast  
is Delicious

No Bone No Waste

FINE FOR SLICING

Corned Beef Tongues . . . . . lb. 18c

Wilson's Certified Oleo . . . . . 2 lbs. 27c

### SHORTENING

Fluffo . . . . . lb. 14c  
Acorn . . . . . lb. 12c  
Jewell . . . . . lb. 14c 4lbs. 54c  
Swift's Silver Leaf Lard . . . . . lb. 18c

**Cube Steaks ea. 10c**

A choice individual steak, made more tender by our  
cubing machine

Korn Kountry Bacon . . . . . lb. 42c

Heavy and Fat

Swift's or Morrell's Bacon, sliced, lb 39c

Swift's Premium ½ lb. pkg. . . . . 22c

Gr'nd Beef Our Usual 16c

Quality

Chuck Roast lb. 18c

Fresh Side Pork lb. 30c

Your Mirror will  
tell you if your  
best friend won't

Watch Your Appearance

**LANGLEY'S  
BARBER SHOP**  
KERSTING COURT

**Ivan Karloff**  
School of  
Stage Dancing

Training in Ballet, Toe,  
Acrobatic, Tap and  
Ballroom

for  
Children and Adults  
Tuesday and Friday  
Baldwin Avenue and  
Sierra Madre Blvd.



What part are you playing in  
Sierra Madre's Big  
BETTER HOUSING CAMPAIGN?

**Sierra Madre Lumber Co.**

J. S. BILLHEIMER, Manager  
35 East Montecito

Phone 23

The only complete low-priced car

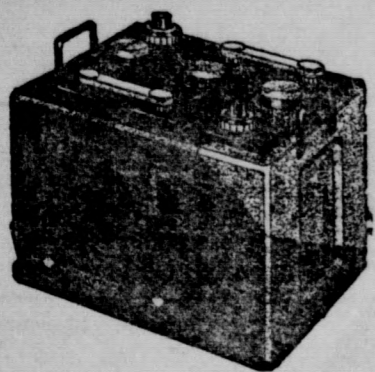
**McDONALD & O'BOYLE**

ESTABLISHED 1924

209 EAST FOOTHILL BLVD.

MONROVIA, CALIF.

Local Headquarters, Central Garage, Sierra Madre



## The Sun Won't Always Shine

Avoid rainy morning mishaps... Don't let a dead battery start your day with rain drops...

Let us give your Battery a thorough check-up

### NORM'S GARAGE

54 North Baldwin Avenue  
Day and Night Tow Service  
Phones 164-1 — 293-4 — 120-4



### 'Dependable Seeds' Roses

No. 1, 2-year-old Budded Dormant Stock  
35c each  
3 for \$1.00  
all leading varieties as Pres. Hoover, Talisman, Autumn  
Colorado 4356

### CAMPBELL SEED STORE

Protect What You Have!  
Insure your property in Old Line Companies  
C. A. ALLEN  
18 W. Sierra Madre Blvd.  
Realtor Insurer  
Telephone 309



### THANKS TO VITAMIN A

children grow HUSKIER, HEALTHIER!

● Vitamin A—for promoting growth, building resistance against colds. Children prefer it this tasteless way in tiny capsules. Capsule equals about 4 tps. cod liver oil.

Puretest  
HALIBUT LIVER OIL CAPSULES

50 for \$1

### HARTMAN

Professional Druggists  
Phone 25

### Dessert Bridge

Sponsored by  
The Juniors  
in  
The Junior Club Rooms  
Sat., Jan. 11  
at 1 p.m.  
Admission 35c  
Reservations call Ruth Klunk, 299-4

MISS INEZ HALLORAN  
TEACHER OF PIANO  
Grad. Cincinnati Conservatory  
Phone 193-2  
115 E. Sierra Madre Blvd.

### Top Trees Now

Have Us Prune Your Fruit Trees

SPECIALIST  
PRUNING BRACING BUDDING GRAFTING

### B. BOELE

2481 E. Colorado  
Phone Colorado 2021

### Sufferers From PULMONARY TUBERCULOSIS

INVESTIGATE  
Fowler's Inhalant  
A VALUABLE ADJUNCTIVE TREATMENT  
Write or Phone for Appointment  
NO OBLIGATION  
FOWLER LABORATORIES  
1739 No. Western Ave., L. A.—Granite 8472

Buy Your Chevrolet or Oldsmobile from McDONALD and O'BOYLE  
Established 1924  
209 E. Foothill Boulevard  
Monrovia

Cocos Palms, 6 ft. ...\$1.00  
Avocado Trees ...\$1 to \$2.00  
Bedding Plants ...1c up  
Cow Manure, 4 bags \$1.00  
Steer Manure, 3 bags \$1.00  
German Peat, bag ...50

### LAWNS, SPRINKLING SYSTEMS, FERTILIZERS

Ward Nursery & Florist  
Mt. Trail & Laurel Ave.  
Phone 1614

## No Rash Promises

are necessary for us to tell you that when you bring your clothes to us for Cleaning and Alteration you will find highest quality workmanship and satisfactory results.

### Sierra Madre Tailors Cleaners & Dyers

W. E. Craig Tony Delveed  
14 West Sierra Madre Blvd. Phone 3  
Members of Cleaners Service Bureau

## January Clearance Sale

at

### Roberta's Frock Shop

Angora Dresses, reg \$2.95 .....\$1.95  
Dresses, reg. \$4-\$5.95 .....\$3.95  
Angora Lounging Pajamas, reg. \$2.95, sale price .....\$1.95  
Slip-Over Sweaters, reg. \$1.95 ....\$1.49 Long and Short Sleeves  
Twin Sweater Sets, reg. \$3.95 ....\$3.25  
Twin Sweater Sets, reg. \$2.95 ....\$2.49  
Skirts, reg. \$2.95 .....\$2.25 Plain Colors — Checks — Plaids  
Hats, reg. \$1.95 to \$3.50 .....\$1.00

22 N. BALDWIN AVE.

### Its a distinction to be a 'Meglin Kiddie'

The only child training school of its kind in the world Teaching every branch of Dancing, Voice and Drama for Stage, Screen and Radio appearances. Tap, Ballet, Toe, Acrobatics, Personality Singing. All branches of the Drama. Promotes physical perfection and mental alertness.

### MEGLIN DANCE STUDIOS

201 Colorado Theatre Bldg. Pasadena  
Masonic Temple 204 W. Foothill, Monrovia

## January Clearance Sale

Greatly Reduced Prices

Woman's Dresses  
Voiles and Prints \$1  
regular \$1.95 .....\$1  
Woman's Blouses  
Knit and Rayon 59c  
reg. \$1.25 .....59c  
Twin Set  
Sweaters  
Brushed Wool \$2.95  
\$3.75 to \$4.45 .....\$2.95  
Brushed Wool  
Sweaters  
Misses and Small \$1.95  
Women's .....\$1.95  
Men's Brushed Wool Sweater .....\$1.95  
Silk Hose  
Phoenix and Mission — Broken sizes, Med. and Light Colors \$1.50 to \$1.95 .....75c  
Silk Hose—Chiffon and Service, Long and knee length .....49c  
Boys Dress Shirts  
White and Colors .....65c  
Ankle Sox, White and Colors, 2 for 25c  
36 in. Outing .....15c  
36 in. Gingham .....15c  
18x36 Huck Towels .....15c

### J. F. SADLER & Co.

9 Kersting Court Phone 264-1

### Attorneys

ROBERT MITCHELL and NOREN EATON  
ATTORNEYS-AT-LAW  
520 H. W. Hellman Bldg.  
Los Angeles, Calif.  
Telephone MI 3427

### Osteopaths

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OSTEOPATH  
PHYSICIAN & SURGEON  
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For Appointment Phone 285-1

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Consultation 9-12 a.m. only

### Office 2891 Res. 2491

Dr. Bruce F. Sims  
Physician-Surgeon, Osteopath  
Hours 10-12, 2-5  
38 E. Huntington Dr., Arcadia

News Want Ads Pay

**Out goes turkey — IN COMES BEEF**

Now is the time to change from rich, sweet foods to more nourishing menus. Plan your meals for beef. Our markets are ready to provide you with savory roasts, steaks and other economical cuts, far above the average in goodness, featured this week in our 4th Annual Farmer-Consumer Beef Campaign.

**FREE BEEF CHART**  
Julia Lee Wright, of our Homemakers' Bureau, has prepared a pamphlet that lists cuts of beef and gives methods of cooking them. Ask for your FREE copy at our nearest market. Be early—supply limited.

**PRIME RIB ROAST** Per Pound 23c  
Standing roast. The first five fancy ribs, cut from finest quality grain-fed steer. There's no better oven roast than prime rib. Delicious, hot or cold. (Boneless rolled roast, lb. 28c)

**BEEF ROAST** Per Pound 16c  
Your choice of blade or seven-bone roast from the center of the chuck of fancy steer beef. Pot roast, exceptionally rich in juices and flavor. We do not sell necks cuts as roasts.

**SIRLOIN STEAK** Per Pound 25c  
Ask the market man to cut your steak to order. T-Bone steaks, lb. 30c. Porterhouse, Top Sirloin or Filet Mignon steaks cut on request. You'll enjoy these prime steer beef steaks.

**ROUND STEAK** Per Pound 27c  
Select cuts from round of steer beef. Your choice of round steak, swiss steak or ground round.

**BOILED CORNED BEEF** Per Pound 18c  
FOR A NEW ENGLAND  
We recommend our Plate Rib Beef. It is economical and nourishing. Serve it with plenty of vegetables. Per pound

**BUTTER** Per Pound 39c  
Lucerne Brand, Fancy Grade.

**BUTTER** Per Pound 38c  
La France Brand, Choice quality.

**EGGS** LARGE Per Dozen 29c  
Lucerne Extras—in cartons.

**Stokely's Tomatoes** 13c  
Solid Pack, No. 2 1/2 can.

**Chicken of the Sea** 25c  
Fancy Tuna, No. 1/2 2 for

**Shore Dinner** 15c  
Delicious Fish Loaf, 13-ounce can

**Medium Size Prunes** 13c  
Sunwest Brand, 2-lb. package.

**Extra Large Prunes** 10c  
Sunwest Brand, 1-lb. package.

**Large Size Prunes** 8c  
Sunwest Brand, 1-lb. package.

**Sperry Pancake Flour** 10c  
Also for waffles. Small package.

**Sperry Waffle Flour** 17c  
Also for pancakes. Large package.

**"Folks Act Queer in Fires"**  
Another "fire" article by Paul W. Kearney in this week's Family Circle Magazine

**ONE METAL BUDDY HELMET AND THREE CANS OF HOLLY Cleanser**  
All For 25c

**Libby Peaches** Sliced or Halves 2 No. 2 1/2 cans 29c

**Libby Corned Beef** 12-ounce can 15c

**Sugar** Pure Cane Sugar 10-pound bag 49c Fine granulated 10-pound bag 47c

**Airway Coffee** Three pounds 44c 15c  
One pound package

**Maxwell House** "Vita Fresh" COFFEE One pound can 25c

**Beer** Padre Beer—Bottles extra (Available in licensed stores) 11-ounce bottle 5c

**Jell-O** Assorted flavors in fresh gelatin. Note low price. Per Package 5c

**Fruit Cocktail** Dainty Mix No. 1 can 10c

**Libby Pineapple** Fancy Sliced No. 2 1/2 can 16c

**Libby Orange Juice** No. 1 can 10c

**Durkee's Troco** Premium Margarine 2 Pounds for 29c

**Crisco Shortening** Pure Vegetable Shortening Pound can 20c

**Snowdrift** Pure Vegetable Shortening Pound can 20c

**Kidney Beans** Stokely's Finest 2 No. 2 cans 17c

**Lima Beans** Seaside Brand Dried, cooked 2 No. 1 cans 13c

**Tomato Soup** Van Camp Brand 10 1/2-ounce cans 3 13c

**Brown Sugar** Golden Brown In cartons. Per Pound 6c

**Dog Food** Dr. Ross 2 Small cans 9c 2 Tall cans 15c

**Strongheart** DOG FOOD 3 Tall cans 13c

**Red Line Brooms** 5-sew Each 29c

**White King** Granulated SOAP Large Package 29c

**Laundry Soap** White King Per Bar 3c

**Clorox Bleach** Liquid, Large size bottle. 13c

## SAFeway

## OUR INVENTORY

just completed, shows some over-stock items, also 1935 models in

## GAS RANGES

which will be moved at

### Greatly Reduced Prices

and on convenient terms

### Refrigerator Bargains

also many small articles such as Field Glasses at 50c, 79c, \$1, \$1.50

## Sierra Madre Hardware Co.